

CHEMIST & DRUGGIST

the newsweekly for pharmacy

September 10, 1988

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► THE LEADERS IN TOPICAL PAIN RELIEF



Supervision: Tanna's fight continues

Beecham: new consumer set-up as Robb resigns

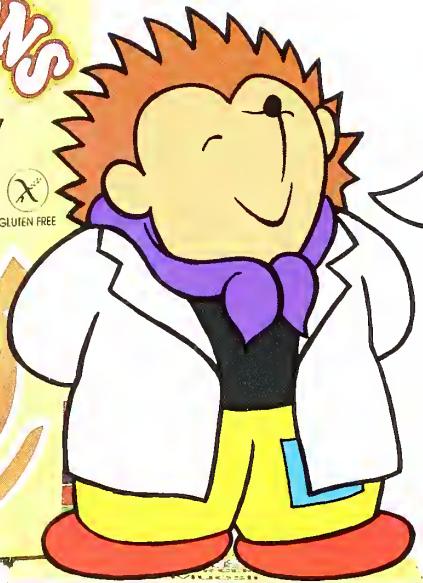
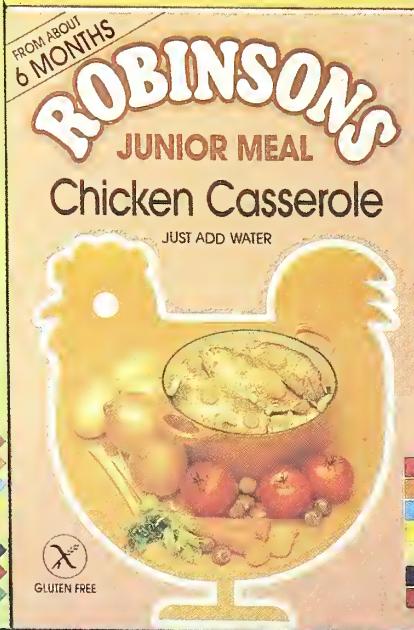
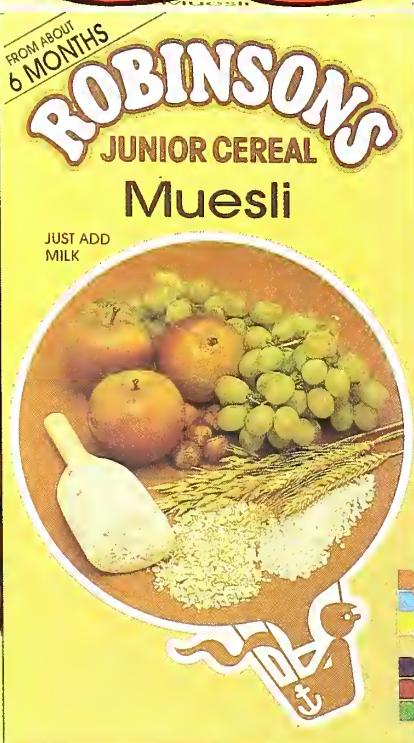
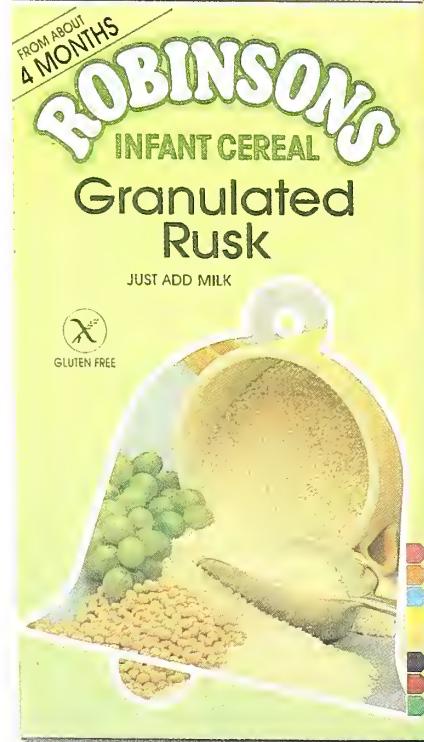
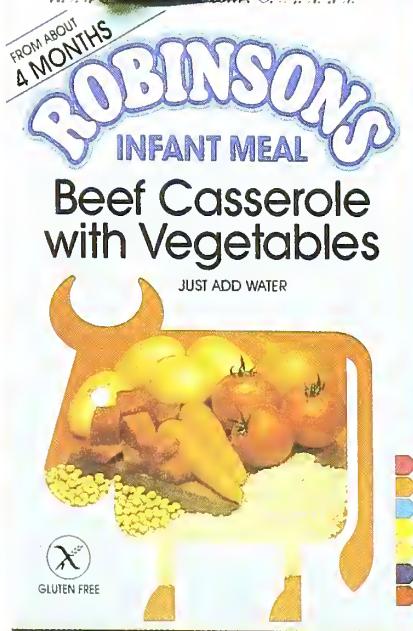
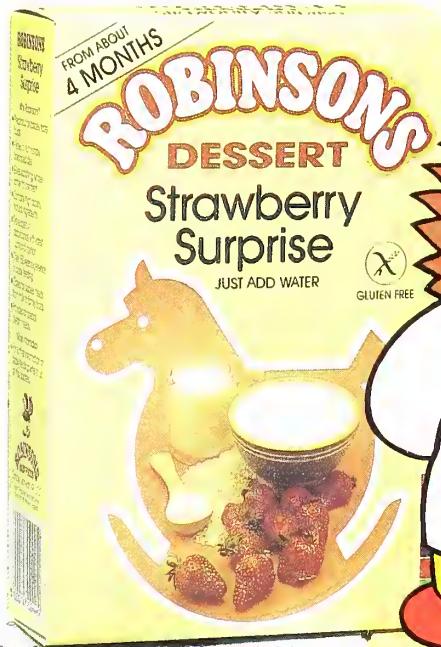
EEC avoids vet drugs tangle

C&D cartoon competition

How to deal with ADRs

CHEMEX'88
Exhibition
preview

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THE 3 R's!**



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COMMENT

Some ten months after the publication of the Government's White Paper on primary health care, as part of its overall NHS review, the Government appears to be preparing to act. Secretary of State for Health Kenneth Clarke has spelt out that the review will involve "fairly drastic steps" to change the present system into a business-like enterprise. He has also made it clear that the Government would not be writing any blank cheques to expedite reforms, to keep wards open, or to fund the nurses' pay award. The object will be to alter management and practices to improve performance. Money will be directed at the services that are best run.

This must have implications for pharmacy. The Government has already hinted that it might seek to move away from the cost-plus system of payment, where contractors are remunerated on an average basis which ignores the shortcomings of some of the less developed pharmacies as well as the merits of the more specialised.

Last year chief executive of the Pharmaceutical Services Negotiating Committee Alan Smith published a good practice check list of 20 items. Pharmacists could expect a lump sum payment for individual items on the list

up to a total of £10,000 if all points of service were met. Mr Smith saw the system as one which would replace the Basic Practice Allowance and reward those pharmacists who actually provided the service. As well as new role services the list included training grants for staff but, more importantly, included fundamentals such as "minimum standards of dispensary space" and "minimum standards of dispensary systems and equipment".

The profession and the Government have not yet determined how pharmacy standards are to be regulated now that the contract is restricted. If the Government was to take a leaf from Mr Smith's book it would institute a physical measure of excellence that must be attained before pharmacies could practise (or continue to practise). And pharmacists — including Ashwin Tanna — should remember the then Minister of Health's warning to pharmacy when he launched the White Paper — that differences within pharmacy on the delegation and supervision of dispensing would have to be resolved before the Government agrees to implement Nuffield recommendations for the further development of the pharmacist's role. We suspect attitudes have not changed!

Supervision: Tanna's fight continues

Despite failing to win the argument with the Pharmaceutical Society's Council last month, Ashwin Tanna continues to fight any change in the rules on supervision. And, in a speech on Tuesday to the Society's South West Metropolitan Branch, Mr Tanna said that he had been informed that there is "every likelihood" that a special general meeting of the Society will be requested by members to debate a motion of "no confidence" in Council.

On Tuesday, Mr Tanna told C&D he was unable to expand on his comment or give any indication of who the organisers of such a meeting might be.

Mr Tanna remains unrepentant over his stance on the supervision issue. He told the Branch meeting: "I strongly believe that it is the Council which has failed to recognise the feelings of the grass roots membership. One of the most important functions of a pharmacist in the dispensing process is to ensure the medicine provided has the maximum benefit. This can only be achieved, in the interests of the public, if the final check of each made-up prescription is made by a pharmacist before it is handed over to the patient, with or without counselling at the pharmacist's discretion."

Mr Tanna said the profession must not be pushed into making an unwise decision which would be regretted later.

He drew attention to the White Paper on primary health care's contention that dispensing will remain the core of the pharmaceutical service. "The change envisaged by Council is playing into the Government's hands by surrendering control at the very heart of our profession," he said.

Mr Tanna said the Society's



Council acted as an "elective dictatorship" operating *carte blanche* once elected, ignoring the wishes of the vast majority of the membership.

He pointed out that of 65 branches responding to Council's consultative document, 39 were against any change on supervision. The vote in favour of John Davies' motion at the Society's AGM had a two-to-one majority, and his own referendum through C&D showed 87 per cent against in a poll of 663.

Mr Tanna asked: "How could we defend our 'pharmacist supervised' dispensing against 'doctor supervised' dispensing?" And he said the imposition of an extra 0.33 per cent across the board discount to take account of parallel imports showed the Department of Health could not really be trusted.

He himself would have liked to have seen the Society and the Pharmaceutical Services

Negotiating Committee grasping the opportunity to argue the case for a second pharmacist allowance "to maintain professional standards and protect the public."

Mr Tanna said that Council argued that pharmacists should grow up and be bound by a professional code rather than by legislation. "Yet the Council is actively seeking the implementation of Section 66 of the Medicines Act to regulate the standards of pharmacy premises."

He suggested that members of the Society who shared his views could take redress through the ballot box. "I am taking the opportunity to remind you, the members, that out of seven Council members eligible for re-election in 1989, only two voted for the AGM motion," he told the South West Metropolitan Branch.

"The 1989 Council elections could be a turning point in the history of the Royal Pharmaceutical Society of Great Britain. I would urge the membership to demonstrate their solidarity."

"My obligation is to the members who elected me to serve on Council, yet Council's collective responsibility precludes me from campaigning outside the membership sphere," he said.

"But there is nothing to stop an individual member of the Society from doing whatever he or she can do to persuade the Council to change its mind," Mr Tanna said, adding that he understood a special general meeting is in the offing.

□ A requisition in writing from no less than 30 members of the Society may require Council to call a special general meeting for a specified purpose. The meeting would be convened within a "reasonable time" as the Council sees fit.

Campaign to encourage uptake of triple vaccine

The beginning of next month sees the launch of a campaign to encourage immunisation of children against measles, mumps and rubella.

The Health Education Authority has been working with the Department of Health on plans for a £600,000 advertising campaign which is to be launched on October 3.

Pharmacists and other health professionals have already had some information about the new triple vaccine against mumps, measles and rubella which is to be available from next month.

The HEA is keen to impress upon people that the diseases are serious. It says mumps accounts for 1,200 hospital admissions in England and Wales each year and is the commonest cause of viral meningitis. At least 20 children annually are born with serious rubella damage because their mothers come into contact with the virus while pregnant. The current measles epidemic has claimed the lives of six children so far.

Parents have already been urged by the DHSS not to wait for the new triple vaccine to have their children immunised against measles. In any case, says the HEA, children can still have the new three-in-one vaccine three weeks after single measles immunisation without problem.

Fenbufen reactions

The latest edition of *Current Problems* from the Committee on Safety of Medicines, highlights problems of mucocutaneous reactions to fenbufen (Lederfen).

Fenbufen was the most commonly reported drug on yellow cards in 1986 and 1987, the CSM says, and large numbers of reports have been received this year. More than 6,000 yellow cards have been received and analysis shows that some 80 per cent are on mucocutaneous reactions which usually take the form of a generalised and florid erythematous rash associated with pruritis.

There have been two fatalities reported.

Retinoids slow skin cancer

Retinoids have some use in slowing the growth of certain skin cancers, but are not without complications, concludes this week's *Lancet*.

Synthetic retinoids such as tretinoin and isotretinoin used for severe skin disorders and acne vulgaris, have recently been investigated for the control and prevention of various types of skin

cancer. Vitamin A (retinoic acid) is essential for the maturation of epithelial tissues and its deficiency causes a number of structural changes, but not malignancy.

Retinoids have been shown to prevent chemically-induced skin, mammary, bladder and lung tumours in animals and, in humans, some 90 per cent of cancers are said to be of epithelial

origin, the report says. The development of premalignant and early malignant skin tumours does appear to be arrested by retinoids, but they have little effect on established solid tumours.

Because of the complications of existing retinoids, the development of compounds with fewer side effects would be beneficial, the report says.

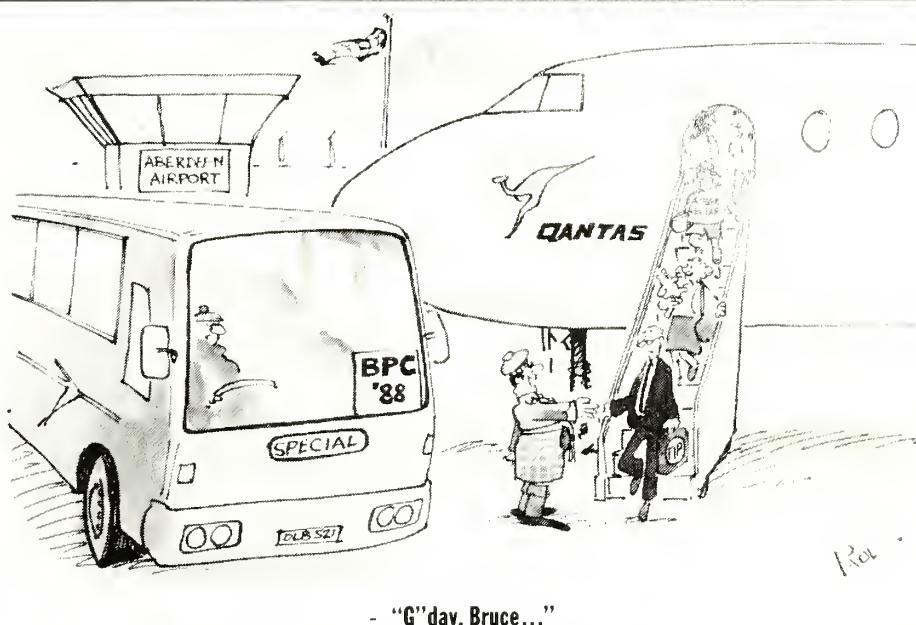
Slow progress on hospital claims

The joint working party on hospital pharmacist grading was meeting this week as *C&D* went to Press.

Chairman of the staff side negotiating team Bob Timson told *C&D* this week that it was a case of "seeing whether they (the management side representatives) have anything to offer on those issues we broke up on last time".

Sticking points in the talks have been the need for an appeal procedure on decisions made in any grading review, the Guild side's view that there should be a separate grade for pharmaceutical officers, and a lack of assurances over funding of any agreed structure.

Mr Timson said that, with regard to the 1988-89 pay claim, due last April, a joint meeting of the Pharmaceutical Whitley Council is scheduled for September 19 when he was expecting to receive the management side's response to the Guild's claim.



No big pay rise for Scottish contractors

Scottish contractors are unlikely to see any lump sum payments or large increases in remuneration arising from the current round of negotiations between the Pharmaceutical General Council and the Scottish Home and Health

Department.

The PGC reviewed proposals from the SHHD last week, but have not yet received a formal offer. Negotiations have been held up by delays in completing an overhead costs inquiry designed

to show how far the index used to adjust payments annually has drifted from actuality.

"It is my impression that Scottish contractors have had the benefit of indexing since the last survey," PGC chairman Ian Mullen told *C&D*. "It is always

Clarke to unveil new look NHS at Brighton

Family practitioner services are coming under close scrutiny from Health Secretary Kenneth Clarke, who is preparing a progress report on the Government's plans for improving the NHS for presentation to the Tory Party Conference next month.

His comments, in a weekend BBC radio interview, pointing to the need for "big steps" to improve patient care, reaffirmed the importance he is attaching to securing improved performance at the "sharp end", particularly in doctor/patient relationships.

Mr Clarke is also considering how to encourage an expanded role for pharmacy, particularly through home visits to elderly patients, but he is unlikely to make any significant departure from the approach adopted by his predecessor as political head of the NHS, John Moore, in insisting

that value for money must be the main determinants. His shrewd handling of the renewed controversy over nurses, pay — particularly his refusal to curtail his Spanish holiday to take personal charge of the Government's role in negotiations — has enhanced Mr Clarke's reputation for coolness under fire.

Prime Minister Margaret Thatcher is looking to Mr Clarke to limit the scope for critics to heap further ridicule on her "safe in our hands" claim for the health service. This could strengthen his position in securing more money for the NHS in the negotiations with Chief Secretary to the Treasury John Major.

However, any additional money Mr Clarke is able to obtain is likely to be needed to finalise the nurses' pay deal. Pharmacy, which is not rated a politically sensitive area, is not among the

front runners of potential benefactors.

Senior nurses are also expected to be given the opportunity to benefit from additional increments through an extension of their powers to prescribe drugs.

Some Conservative backbenchers, not all of whom are on the "wet" wing of the party, have urged Mr Clarke to underline his own distinctive approach to improving the NHS by dropping the proposed charges for eye tests and dental examinations.

The provisions authorising these changes have already been deleted from the Health and Medicines Bill by the House of Lords, but Mr Clarke is unlikely to depart from the view of Mr Moore that MPs should be asked to reinstate them when the measure returns to the Commons either in late October or early November.

"It is always better to have money at the time rather than be underpaid and build up a large debt from Government."

better to have money at the time rather than be underpaid and build up a large debt from Government."

As in England and Wales, contractors are likely to be faced with stock holding and discount inquiries in the current year. The PGC is setting up a working group to look at the methodology for such inquiries.

The PGC will be approaching the SHHD as soon as possible to establish fee structures for pharmacists carrying out residential home visits and keeping patient medication records. Mr Mullen says the SHHD is expecting such an alternative.

However, the sum available to fund the two schemes is understood to be small — around £260,000. As in England and Wales this is not new money, but a reflection of the savings gained from the introduction of the new contract.

'Animal rights' video

A video attacking the use of animals in medical research has been launched by the British Union for the Abolition of Vivisection, as part of its "Health with Humanity" campaign.

The half-hour long video, narrated by television presenter Sue Cook, will be screened at the House of Commons, public meetings, and schools and universities throughout Britain, says BUAV.

The "Health with humanity campaign", launched in June, aims to challenge the belief that animal experiments are essential to medical progress. It proposes an alternative approach based on disease prevention, non-animal research techniques, complementary medicine and the limited use of "essential" drugs. BUAV. Tel: 01-700 4888.

PL(PI)

The following Product Licences (Parallel Import) have been published in the *London Gazette*.
Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0218 Camcolit 250 Lithium carbonate
250mg

Eurochem Ltd
PL/5513/0262 Alkeran 2mg tablet Melphalan 2mg
PL/5513/0259 Puri-Nethol 50mg tablet Mercaptopurine 50mg

J.O. Town (Harrogate) Ltd, trading as Townendale Pharmaceuticals

PL/4625/0001 Adalat 5mg capsule Nifedipine 5mg
PL/4625/0002 Adalat 10mg capsule Nifedipine 10mg
PL/4625/0003 Adalat Retard Nifedipine 20mg

Condom care

Oil based vaginal and rectal preparations can damage condoms and diaphragms made from latex rubber, warns the Committee on Safety of Medicines. Patients using oil-based suppositories, pessaries, ointments, creams and gels should be warned that condoms or diaphragms may be less effective in contraception or offer less protection from sexually transmitted diseases.

It is Kingswood's Clacton pharmacy that is now open 9-5.30 six days a week (Xrayser last week p378). Byfleet is of course, Kingswood's head office.

TOPICAL REFLECTIONS

by Xrayser

Capping it

There was a letter in the *PJ* last week from Mr Lawrence Oley who raised exactly the same question we had been debating in the shop since I announced that we would be dispensing all our tablets in bottles with CRCs. "What about the old people?" my staff chorussed. "They won't like it." "How about our putting a sign up saying all tablets will be in bottles with child safety caps, unless users ask us for ordinary tops?"

But that's no good. What if there really were a poisoning where a grandchild got into grandma's tablets while visiting. Grandma might "forget" having told us she didn't want them, or might then consider we ought to have insisted. Perhaps we should have a book by the dispensary to note to the requests with name and address, date, and signature.

It may seem a nice point, but with a legal obligation which can be waived by verbal request it is potentially nasty. I reckon we are going to give everyone the safety lids from now on unless they refuse to have them — I shall ask for a signature for patients who call into the shop. And I shall ask residential homes for a note if they prefer the straightforward caps...

Unichem again

John Newbould is to drop his call for a special Unichem meeting to discuss an instant flotation of that company, a move originally intended to ensure that only shareholders who were members prior to the new scheme would pick up the benefits of flotation. The infighting regarding this flotation dismays me.

Whether a Unichem member or not, I know I should be distinctly unhappy when, after perhaps a business lifetime of support for a co-operative, self-help, wholly owned wholesaling system, it set out to generate a new volume of business by announcing the sale of assets and



goodwill, with new customers being able to get a vastly greater share than the single independent by all sorts of manipulations. And each time it happens the independent's position automatically becomes less valuable.

It is unfortunate that Rother pharmacies felt able to take advice and help from Vestric in their attempt to prevent this diffusion of shares, since plainly Vestric's interests would be served by stopping further Unichem expansion. But whatever the reasons, pharmacists must find the

whole business thoroughly unpleasant, far removed from the spirit of the co-operative ideal. It has greatly damaged the distribution chains in pharmacy and reduced choice and freedom. It only wants an undercover City coup to bring it all into the hands of one organisation!

Subsidies?

You will have read the letter from J.B. Paige of Guernsey who pointed out that in my moaning about the changed terms of Elida Gibbs which might prevent me from continuing to hold a direct account, I had only myself to blame. I should start trading properly. Fair comment, perhaps.

But it doesn't alter the fact that Gibbs have changed the terms of reference substantially from what they previously felt worthwhile. I was surprised the writer saw me as a pill hidden in the dispensary, when for years I thought I had made it clear I spend most of my time at the counter. Increasing my sales is a critical part of trading considerations, but in a secondary suburban site with heavy supermarket and Boots competition, shopping patterns have perhaps more effect here than in Guernsey?

I believe Gibbs see pharmacies as only a minor part of their distribution field. Maybe lost sales following this change will be offset by a shakeout of reps? It must be nice to have a business where supplies come by the pallet load!

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what a million pounds
sounds like?**







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BIC Nuit N°1



BIC Homme N°1



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And let's just say that Bic has a nose for what the market wants.



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Ta-raa!

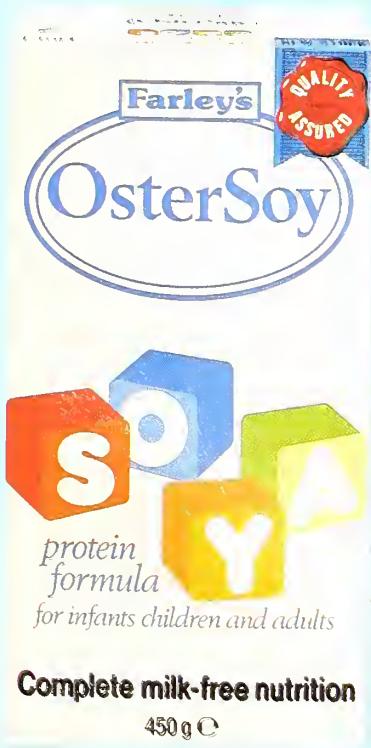
Announcing new Farley's OsterSoy.

The very latest addition to the OsterMilk range.

Soya formulas are the fastest growing area in the baby milk market. Increasing by an incredible 28% year on year. Doctor's prescriptions account for 75% of these sales. Which is why we are also blowing our own trumpet in promotions to doctors and other health professionals.

OsterSoy does not contain any animal fats, unlike some other soya formulas. Making it suitable not only for cows' milk intolerant babies but also vegetarians and members of certain religious communities.

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NEW



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E, GALACTOSE OR SUCROSE. FOLLOW THE INSTRUCTIONS CAREFULLY: AS WITH ALL FORMULAS, AN INCORRECTLY PREPARED FEED COULD BE DETRIMENTAL TO A BABY'S HEALTH.



C&D Competition

Win a valuable prize by entering *C&D's* Chemex cartoon caption competition. Each week *C&D* publishes a cartoon on some topical issue. Now is your chance to appear in print by providing a caption for the cartoon pictured above. The most amusing entry will win a hand-made replica of the original Kodak number 1 box camera (pictured on p399 of last week's Photographic Special Feature) first produced in America in 1888, plus the latest top-of-the-range autofocus 35mm compact camera, the S1100XL. Both have been kindly donated by Kodak.

Entries should be handed in at the *C&D* stand (No 3) at Chemex next week on either September 18 or 19. Should you forget to bring your copy ask for another entry form at Stand 3 on the day.

The *C&D* team looks forward to giving all readers a very warm welcome. Whether you simply drop by to post your entry to the cartoon competition, or you have some particular points to discuss, *C&D* staff will be at your disposal. See you at the exhibition!

Name
(Please print in capitals)

Address
(to which *C&D* send)

Postcode

Caption

Rules

1. Entry into the competition will be deemed to imply acceptance of the rules.
2. Only one entry is allowed from any one person.
3. Benn Brothers Ltd, MGB Exhibitions Ltd and Kodak Ltd employees and their families are not permitted to enter the competition.
4. All entries must be on the entry form and be submitted to the *Chemist & Druggist* Chemex Stand (No. 3).
5. The competition will be judged by a panel under the chairmanship of the Editor, *Chemist & Druggist*, together with *C&D* cartoonist "Paul" and Sandra McDougall of Kodak Ltd, or alternative judges they may appoint.
6. The winning entry will be the caption judged by the panel to be the most apt and amusing to fit the "Paul" competition cartoon published in the issue of *Chemist & Druggist* dated September 10.
7. The decision of the panel will be final, and no correspondence concerning the competition will be entered into.
8. The winning entrant will receive a limited edition replica of the original Kodak No. 1 box camera, and a Kodak S1100XL autofocus camera. No cash alternatives are available.
9. Copyright in the winning entry is assigned to Benn Publications Ltd.

Supplementary provision: In the event of a prolonged national postal dispute affecting delivery of *Chemist & Druggist* magazine, postal entries will be accepted up to 10 days after the return to normal working.

More savings for 'optional privatization'

While it is to be hoped that the summary of my paper "Optional privatization to help the poor" published in C&D August 27 will effect large savings of NHS funds, there is another important innovation of which I have written to Mr Kenneth Clarke for consideration by his Ministry.

The mid-band figure for prescriptions in the £15 plus band is £27.38. From table I of the paper it will be seen that 48.9 per cent of the cost of prescriptions from £10-£27.38 or more is attributable to only 11.5 per cent of all prescriptions. As nearly all these are exempt from charges under the present system and cannot be funded fully by the suggested £5 charge, it would be prudent to fund these higher costs from a proportionate increase in income related NHS contributions from the employed.

As the NHS medicines bill is likely to be fairly stable for the next few years, these contributions should be set higher than immediately needed. This could achieve a surplus of funds for the majority of us who are likely to need more expensive medication, hospital care and possibly surgical intervention as senescence inevitably progresses.

Mention must also be made of the inevitably high costs of new medicines resulting not only from research but high, possibly excessive costs of documentation preliminary to licensing. With the present inadequate patent protection given to the British pharmaceutical industry, the NHS as well as our exports can suffer seriously. The fact that 60 per cent of British manufacturers of generics are ABPI members is also of the greatest importance. This ensures that in the transition from original product to generic, standards of promotion as well as manufacture are ensured by the ABPI code.

'Optional transfer of the insured's accumulated benefits'

The same concept should apply to social security and pension charges. Those of us who receive privately funded pensions such as those available until recently through the Pharmacy Mutual arrangement with the CMG Insurance Co will know that benefits can be drawn optionally between 60 and 75 years, after which the residue has to be

drawn. There is no reason why state insurance should not follow the same principle, with optional transfer of the insured's accumulated benefits from the state scheme to augment private insurance for those who choose to continue working up to the age of 70 or longer.

Again, substantial earnings-related contributions by those in employment could take a lot of money out of our heated economy without having to unduly increase interest rates or alter the existing tax reduction benefits given to taxpayers in the last Budget.

K. Jenkins
Wendover

Help from blood pressure testers needed

I am a final year pharmacy student at Queen's University, Belfast, about to start a project entitled "Blood pressure monitoring: and investigation".

I am very keen to receive information on the services available (especially in community pharmacy) and would ask pharmacists providing BP monitoring services to either send me details at 29 Fountain Road, Cookstown, co Tyrone, Northern Ireland, or telephone me on Cookstown (06487) 63677.

Anne-Marie McCusker
Cookstown

10 of days treatment	NP
18 Ensure dose is stated	
Captopril 100 mg	
(28)	
Furosemide 40 mg	
100 mg (30)	
Is this a new preparation for male infertility? Any suggestions?	

Doing well out of pharmacy

Keith Jenkins doesn't seem to realise how well the Government does out of us when we dispense prescriptions whose net cost is £1 or less. They only pay a fee of 61p (all my 130p fees are earned on exempt prescriptions) but get me to collect £2.60 free of charge in "sick tax", thus the Government gains nearly £1 each time.

The answer seems to be to keep the net cost of paid prescriptions under £1 or have the GP pay the difference.

Also his suggested margins for private prescriptions are far too small. If pharmacy continually undercuts itself it cannot expect the recognition it craves for from outside. If the profession wants more respect it must start by commanding professional fee levels and stop dabbling in the murky waters of "shamateurism".

W.O'Neill
Bishop's Stortford

What's in a name?

Mercilon and Marvelon by Organon — how did someone allow these similar names to be licensed? Chemists should not be liable for mistakes after this?

And would A&H find some shelf space please for their new pack of Ventolin Nebules. As for Wright's Vaporiser refills — my patients know when they are being done!

P.J. Rose
North Tawton

Seriously...

If it wasn't serious it would be funny!! (Mr Mercer refers to an article last week p342 in which Mr Keith Jenkins suggests the majority of pensioners are "comfortably situated" — Editor.

Where are these comfortably off pensioners? They aren't in "Donny", that's for sure. What planet does Mr Jenkins live on?

Chris Mercer
Doncaster



ARE YOU A SHAREHOLDER MEMBER OF **UNICHEM?**

You have the possibility of turning £1 into £12* in the next couple of years.

New Members joining Unichem start off with 400 £1 shares. You could buy a lot more, depending on your level of trading with Unichem.

A leading firm of stockbrokers has indicated that each of those shares could be worth not less than £12* assuming the Members vote for conversion to a PLC and Flotation in 1990.

The shares earn interest†, and you can sell them back at any time for what you paid for them.

UniChem

OF, BY, and FOR PHARMACY

This advertisement has been issued by UniChem Limited ("the Society") in order to promote its share scheme. It has been approved by Phillips and Drew Securities Limited which provides corporate finance services to the Society. If you are in any doubt about the implications of the Share Scheme you are recommended to obtain the advice of your investment advisers. Under the Society's rules the shares may not currently be transferred or sold to any third party. The shares will only become transferable if the Society is converted into a Public Limited Company following an appropriate resolution of the Members in General Meeting.

*Full details of the scheme and the basis of valuation are set out in UniChem's updated document "Heralding The Next Era" †The rate of interest is as recommended by the directors and approved by the Members at the AGM.

EEC avoids vet drugs tangle

The European Communities Commission is proposing to make no detailed rules defining who should be permitted to distribute veterinary medicines after 1992.

Instead, the Commission would recognise existing distribution channels in each Member State, but would ensure that distribution took place only through these officially recognised channels. Distribution of veterinary medicines varies throughout the EC. In some States, vets or pharmacists predominate, while in others a large proportion of these products are distributed through specialist animal health distributors or agricultural co-operatives. After careful thought, the Commission has decided it would be inappropriate to include in the proposed Directives detailed rules laying down which professions should be responsible. To ensure that distribution takes place only through authorised channels, the Commission is proposing that all distributors keep detailed records of all transactions and hold these records open for inspection for at least three years. Similar obligations would be imposed on manufacturers.

The proposals have been welcomed by the Animal Health Distributors Association, which had submitted proposals along similar lines. AHDA is pleased the Commission recognises that the best means of eliminating "black market" trading is to ensure distribution is through authorised channels rather than trying to restrict who can be authorised.

But pharmacist Brian Spencer, member of the Royal Pharmaceutical Society's Ag and Vet Committee and Vetchem secretary, thinks it is a pity there is no Directive on distribution, but says this may come about in the way medicines are classified, that is, as prescription only, general sales etc. "It will be vital to get these classifications right," he told C&D, "then distribution will automatically be right."

One difficulty at present is that not all EC countries enforce the laws covering animal medicines as strictly as the UK, Mr Spencer continued. There would need to be lengthy discussions between all interested parties and member States to agree the ground rules and make sure enforcement was adequate.

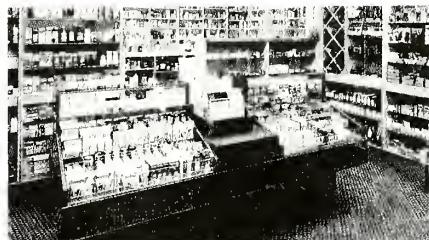
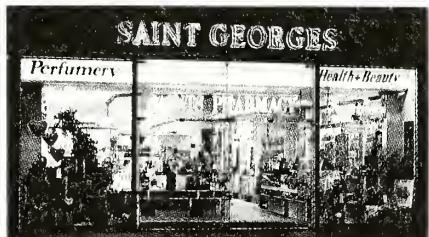
The proposals are included in a package of four preliminary drafts being circulated to interested organisations for consultation. The Pharmaceutical Society is waiting for comments from its Ag and Vet, and Industrial Pharmacists Committee members before submitting its official response.

The package has four main objectives: to establish a centralised procedure for authorising veterinary medicinal products, together with a procedure for determining tolerances for residues of veterinary medicines in food; to institute a system of mutual recognition for companies who want to market only a limited range of veterinary medicinal products; to update the detailed provisions of Directive 81/851/EEC; and to extend that Directive to cover veterinary vaccines and radiopharmaceuticals. Member States would have to comply by January 1, 1992.

Among the other proposals are that:

- No veterinary medicinal product may be marketed in a Member State or be administered to animals (apart from in certain approved tests) unless authorisation has been granted by the competent authority in the Member State or by the Community.
- Veterinary medicines — prepared extemporaneously in a pharmacy in accordance with a veterinary prescription — may be administered to a particular animal or a small number of animals by a vet or under his supervision.
- In certain circumstances where the vet does not have an authorised remedy available, he may use products authorised for use in other species or in humans providing detailed records are kept and, in the case of food-producing animals, a lengthy withdrawal period is applied to avoid risk to the consumer.
- Manufacturers should be required to include in their application for marketing authorisation a discussion of the product's potential risks to the environment.
- Provisions are also made for urgent suspension of marketing authorisation.
- Details are also given of the records retailers need to keep.

BUSINESS JUST ISN'T WHAT IT USED TO BE



It's thriving. For each of these pharmacies. Because each has a unique style — a personality of its own. Yet, there are some common denominators. Success. And Dollar Rae design. We'd welcome the opportunity to discuss our complete service in more detail. Simply fill in the coupon.

Dollar Rae

Creators of retail environments

47 HAGGS ROAD, GLASGOW G14 4AR. TELEPHONE 014-649 9331 FAX 014-632 9882

I am interested in hearing more about how to improve my image to increase my profitability. Please send me more information. Please arrange for a retail consultant to call

Attractive financing and leasing arrangements are available

CD 10/9

NAME _____

ADDRESS _____

TELEPHONE _____

SEND TO DOLLAR RAE, 47 HAGGS ROAD, GLASGOW G14 4AR

LEADERS IN RETAIL PHARMACY DESIGN AND DEVELOPMENT THROUGHOUT THE UNITED KINGDOM

knowledge and

Figures published yesterday by the British Tourist Authority show Britain attracted 2.9 million overseas visitors.

our key tourist target—would stay away.

But they have clearly tightened their belts, said BTA spokesman

It has transformed his life in other ways too. Now free from the dialysis machine he used to be linked up to every four hours, he is already planning learning to swim and playing football like his Liverpool hero John Barnes.

With luck Gavin could be home next week—which has been a long time and

For he loves wild flower plants too, and visits all over collecting them.

When Dr. he had to go home for delphiniums.

He April close friend Christopher Litor of Horticultural and his brought 1981.

At a Coss

"Anodesyn please"

We're spending 1/4 million pounds telling consumers to come to you. Are you ready for them?

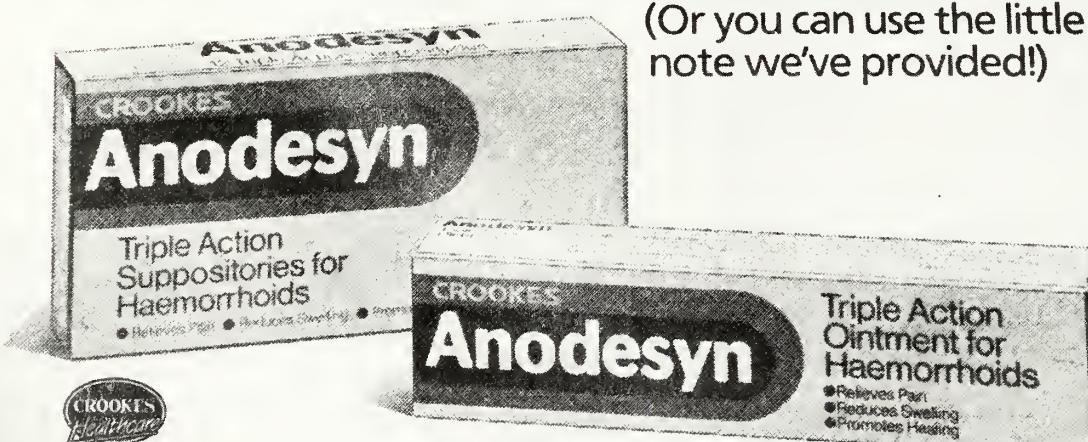
IF BUYING A REALLY EFFECTIVE TREATMENT FOR PILES EMBARRASSES YOU, PASS THIS NOTE TO YOUR PHARMACIST.

Only pharmacies can sell Anodesyn, and you have to ask for it by name.

Anodesyn is acknowledged to be a truly effective haemorrhoidal preparation. Its triple action reduces swelling, stops itching and promotes healing.

Doesn't all that make it well worth speaking up for? Try it ... AN-O-DE-SYN. There, that wasn't difficult was it?

(Or you can use the little note we've provided!)



FOR A CONFIDENTIAL, PERSONALISED ENQUIRY SERVICE, PLEASE WRITE TO THE ANODESYN HAEMORRHOID ADVISORY SERVICE, P.O. BOX 12, NOTTINGHAM NG7 2GB

SCRIPT SPECIALS

Scopoderm TTS

Manufacturer Ciba Laboratories, Wimblehurst Road, Horsham, West Sussex, RH12 4AB

Description A self-adhesive pink system (2.5 sq cm) with a hyoscine content of 1.5mg. The average amount of hyoscine absorbed from each system is 500mcg in 72 hours.

Uses Prevention of symptoms of motion sickness.

Dosage and administration

Adults and children over 10 years
Apply 5–6 hours before journey (or evening before) to clean, hairless area of skin behind the ear, avoiding cuts or irritation. Provides protection for up to 72 hours. If required for longer periods, another system may be applied or for shorter periods, the patch may be removed after the journey. Hands should be washed after handling the system and the area of application washed after removal to minimise accidental transfer of hyoscine to the eyes which could cause transient cycloplegia and pupillary dilatation. Should not be affected by limited contact with water.

Side effects May precipitate acute glaucoma; irritation of the eyelids, local skin irritation; transient dry mouth; impairment of memory and concentration, restlessness, dizziness, disorientation, confusion and hallucinations occurs rarely. Headache and disturbance of balance may occur after removal. See data sheet.

Contraindications, warnings, etc Glaucoma, and hypersensitivity to hyoscine. May cause drowsiness, dizziness, confusion or visual disturbance, patients should not drive or operate machinery, etc. Effects may persist for up to 24 hours or longer after removal of the system. Use with caution in the elderly, and those with impaired hepatic and renal function. See data sheet.

Supply restrictions POM
Packs Cartons containing two systems (£2.84 trade)

Product licence 0001/0099
Issued September 1988.

Pluserix

Smith Kline & French have introduced Pluserix vaccine for immunisation against mumps, measles and rubella.

Manufacturer Smith Kline & French Laboratories Ltd, Mundells, Welwyn Garden City, Herts, AL7 1EY

Description Mixed preparation of highly attenuated live measles virus (Schwarz strain) and mumps virus (Urabe Am 9 strain), prepared in chick embryo tissue, and rubella virus (RA 27/3 strain) prepared in human diploid cell culture, presented as a pink pellet with an ampoule of sterile water for injection diluent.

Uses Active immunisation of against measles, mumps and rubella.

Dosage and administration

Adults and children 0.5ml of the reconstituted vaccine given subcutaneously only. Inactivated by either, alcohol or detergents and care should be taken to avoid contact with them when cleaning skin before vaccination. Syringes should be dry sterilized.

Side effects Usually mild and similar in incidence to those seen after separate administration of the monovalent vaccines.

Contraindications, warnings, etc

See data sheet

Pharmaceutical precautions

Protect from light. Store in a fridge but do not freeze. Stable at 37°C for at least seven days

Packs Monodose vials with separate ampoule containing sterile diluent which is water for injections Ph Eur (£9.70 trade)

Supply restrictions

POM

Product licence 0002/0166

Issued September 1988.

BRIEFS

Norton are adding the following to their list of generics: benorylate oral suspension 4g in 10ml (300ml £11.47); benorylate tablets 750mg (100 £8.09); and lactulose solution (300ml £2.60, all prices trade). *H.N. Norton & Co Ltd*. Tel: 01-530 7166.

Dixarit will soon be available in packs of 112 tablets (£6.13, trade) and the 100 tablet pack will be discontinued, say *Boehringer Ingelheim Ltd*. Tel: 0344 424600.

Paramax sachets are to be available in packs of 42 (£4.79 trade) and the 30 sachet size will be phased out. *Beecham Research Laboratories*. Tel: 01-560 5151.

Cervagem pessaries are now indicated for the termination of pregnancy in the second trimester of gestation. *Rhone-Poulenc Ltd*. Tel: 01-592 3060.



The new women's supplement for the way we live today

MAKE SURE your customers know you stock Magnesium-OK, the natural vitamin and mineral supplement for women to take every day of the month. Three out of four "Woman" readers voted it a total success in 1987. Independent experts also

recommended it widely on radio and in the press to older women as well. Now Wassen have removed "PMT" from future packaging. Available in 30, 90 and 365 day packs, Magnesium-OK is a brilliant addition to your store.

COUNTERPOINTS

See ol' JR with Kodak

Retailers ordering 150 Kodak Gold Colour films from Sangers between now and Christmas will qualify for entry in a draw that could take them to the 1989 PMA Convention in Dallas.

The winner will then be taken on to Orlando in Florida to visit American photo dealers and the Epcot Centre.

The group departs on February 11, 1989 and returns on February 18. And Sangers commercial director Terry Norris will be on hand to ensure that participating dealers not only learn a lot, and enjoy themselves too.

To qualify for the draw, orders must be placed on the special order forms available from Sangers' representatives. *Sangers Photographic Ltd. Tel: 021-523 4471.*

Brylcreem box with Xmas bounce

Beecham Toiletries say that they have "boxed together the best of Brylcreem style for Christmas" with five new kits and a grooming bag.

The spruce-up kit contains Brylcreem gel, mild shampoo and body splash and costs around £4.99. The grooming kit contains gel, deodorant stick, body splash, and razor and costs £5.99.

The grooming bag consists of a razor, flannel, after shave, gel, and shaving foam in matt black bag at £9.99.

The stay fresh kit has talc and body splash and costs around £3.99, and the stepping out kit comes with after shave and bow tie and costs around £7.49.

The styling kit includes a mild shampoo and modelling gel for around £1.99. Beecham say that their aim was to create a co-ordinated range for Christmas, to cover all the different stages of grooming. *Beecham Toiletries. Tel: 01-560 5151.*



Studio Line fix it with Spritz

L'Oreal is introducing two new Studio Line non-aerosol sprays called Styling Spritz and Fixing Spritz "for complete styling versatility".

Studio Line Styling Spritz (150ml, £2.49) is said to give a long-lasting hold for any style. L'Oreal say that the formulation is not sticky and does not dry out too quickly, allowing extra time to shape and mould the hair.

Studio Line Fixing Spritz (150ml, £2.49) is an "ultra strong holding spray for maximum lift". It is said to have a unique formula that dries instantly, "freezing" any style on either damp or dry hair.

Both Spritzes will be available from leading chemists, Boots branches and grocery outlets from the end of September, say L'Oreal. *Tel: 01-937 5454.*



Hot offers

Alberto VO5 Hot Oil Conditioner, and Wyeth SMA Gold and White Cap ready-to-feed baby milk food feature in two special offers that are exclusive to Unichem members.

It is the first time that Wyeth products have featured in a Unichem exclusive promotion.

This promotion is the fourth to be offered to Unichem members. *Unichem Ltd. Tel: 01-391 2323.*

Freida's at Boots

John Freida's Professional Hair Care System will be available in Boots stores throughout the country from the beginning of October, and to complement this Boots' London stores will feature a John Freida hair care brochure.

The six page brochure gives tips on eight hair styles together with information about the range itself. Prices for the products range from £1.95 to £3.75. *John Freida. Tel: 01 636 1401.*

Princess Anne meets Ever Ready

As president for the Riding for the Disabled Association HRH the Princess Royal received a cheque for £25,000 from Ever Ready's marketing director Martin Burch.

Ever Ready agreed to donate 25 pence to the charity for every bar code from its Gold and Silver Seal battery packs. The amount raised will be used to purchase and train five ponies and their instructors.

Alongside HRH the Princess Royal and Mr Burch (pictured left) is Trumps, one of the five ponies already purchased for the Yorkshire and Cleveland region of the RDA. *Ever Ready Ltd. Tel: 01-882 8661.*

Hanimex's candid camera offer

Hanimex are offering a range of Autumn promotions on camera kits and flashguns.

They say that there are some "very special prices" on Hanimex 110 cameras and on their range of flashguns. And the colour range has been extended to include a white 110DF (£11.99), 110DFT (£14.99) and twin lens 35DL models. The 35DL model is also available in a blue finish.

Hanimex are offering a kit which comprises a 35DL camera in white, blue, or burgundy shades; a case, strap, two rolls of film, and two Duracell batteries (£34.99). And selected cameras are also available with a free pack of batteries for the retailer.

Hanimex are also offering a free weekend break promotion for the DB 120 table top projector in *Amateur Photographer* magazine. The same break will also be offered to those purchasing DB viewers, and Simon and Automatic and Autofocus slide projectors. *Hanimex, UK Ltd Tel: 0793 26211.*

Camay beauty in triplicate

Proctor & Gamble have announced the national introduction of new Camay Chic and Camay Light, alongside the existing Camay, which is renamed Camay Classic. They say that new versions have been introduced to: "take account of differing beauty soap preferences across the age range, while keeping the luxury Camay image."

Camay Chic is a pink translucent bar of the type said to be preferred by the under 30 age group. Camay Light is a white bar with a lighter perfume which is designed to appeal to women with families. And the bar is "long lasting and economical."

The new line up will feature a changed bar shape, giving the bar a more rounded appearance and all three variants have distinctive new packaging. Camay Light and Camay Classic will be available as single bars and in four packs. Camay Chic will be sold in singles and twin packs. Chic and Light will start appearing in the shops from early October. The national introduction will be supported by television advertising. *Proctor & Gamble. Tel: 091 2792000.*



Toughie hooks kids

A new "Tough Ted" character has been added to the Richards & Appleby gift toiletry range to "appeal to little boys".

Richard & Appleby say that the aim is to make children feel that bathtime is "a great event and lots of fun". And the TV character Tough Ted, created by Simon Bond, is featured on all the packaging with the slogan "Tough Ted isn't afraid of bathtime".

The range comprises anchor-

shaped soap (£0.99); shampoo (200ml, £1.25); foam bath (200ml, £1.25); talc (100g, £0.99) sachet (6x15ml £1.25); soap and talc gift set containing a 75g oval soap and 100g talc (£1.99); brush kit containing 100ml toothpaste in a pump dispenser and a childrens' toothbrush (£2.99); a kit bag containing 200ml foam bath and shampoo; and a 75g anchor soap and sponge (£3.99). *Richards & Appleby Ltd. Tel: 0695 20111.*

Dixel — for a bigger sneeze

British Tissues have introduced Dixel three-ply mansize facials "with an extra large sheet size strong tissue which has been bonded for improved performance".

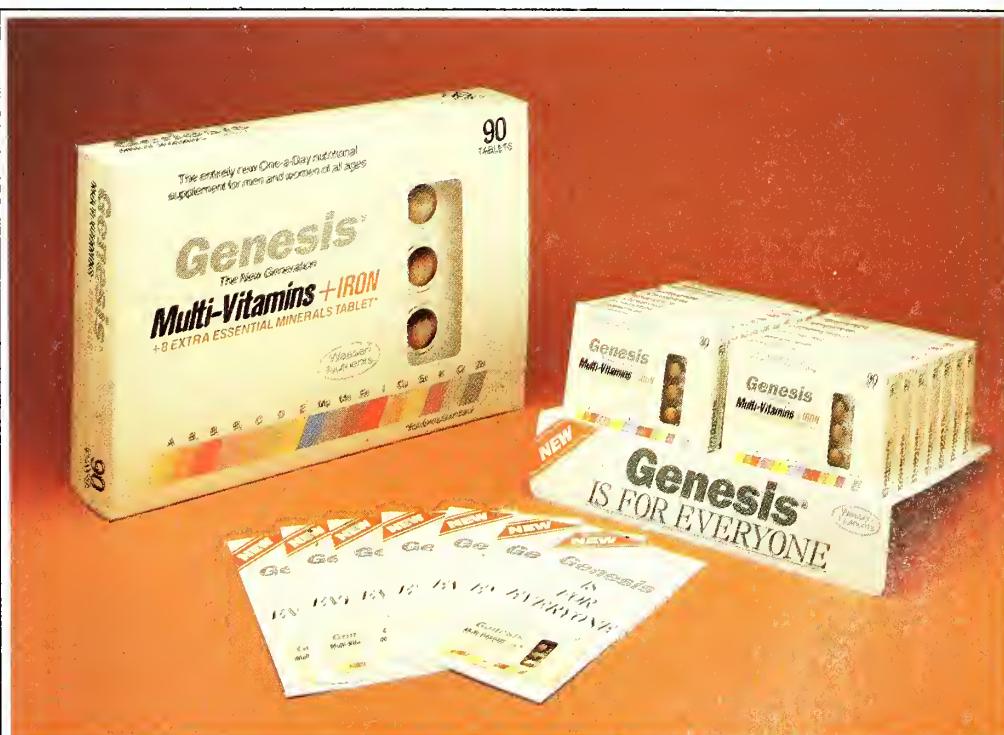
The three-ply pack is in a brown and gold marbled design which Dixel say is branded to differentiate the product. Mansize Facials are available in white only and are packed 66 to a box (£0.79). The trade price is £13.95 for 24. *British Tissues Ltd. Tel: 01-864 5411.*

Lotta bottle

Oscar Karla is introducing a new range of "beautifully feminine" perfume bottles and atomisers.

The bottles are already stocked by department stores and are "guaranteed to add elegance to any boudoir".

The bottles are made in Vienna and are available in a wide variety of shapes and colours with modern pumps or traditional bulb dispensers. Prices range from £2.50 to £40. *Oscar Karla (UK) Ltd. Tel: 01 328 7251.*



A completely new concept. Genesis is for Everyone

GENESIS is totally different, a major breakthrough in multi-mineral and vitamin formulation. Many existing products contain too many ingredients in quantities so small as to be virtually ineffective. Genesis is a careful balance of just 16 of the most

essential nutrients, in really significant amounts. Launched on TV in Spring 1988, Genesis is a certain winner, in 30, 90 and 365 day packs. Announce this asset to your customers. They will thank you for it.

SALES FIGURES FLAGGING?



Pick-Ups give your customers fast relief from temporary fatigue and drowsiness.

For you, they give extra sales.

Pick-Ups are new. A unique formulation of caffeine and dextrose, attractively packaged for maximum on-shelf impact and competitively priced.

They're advertised in the national press so your customers will be looking for them.

So if you stock Pick-Ups, they'll know where to find them, won't they? Available from your usual wholesaler.

GIVE 'EM A LIFT WITH PICK-UPS

PRODUCT INFORMATION

Presentation: Each PICK-UPS tablet PL0459/0001 contains Caffeine BP 50 mg and Dextrose Monohydrate BP 130 mg. Each carton contains 60 tablets strip-packed.

Legal Category: GSL

Price: RSP £1.59 (incl VAT) per unit 60 tablets.

Trade Price: £11.06 (excl VAT) per outer of 12 units.



E.G. Marketing
A division of English Grains Holdings Ltd,
Park Road Burton on Trent, Staffs.

Recharging Ladyshave sales

Philips are launching a top-of-the-range razor — Le Nash Rechargeable Ladyshave HP2632 — as "the ultimate in sophistication".

Philips consider the rechargeable sector of the market to have maximum growth potential and they are confident that the £39.99 price tag of the new Le Nash will not deter consumers who are seeking a high specification product.

The Le Nash is said to combine the best features of mains and battery models. As a rechargeable shaver with automatic voltage selection it can be used cordless where no socket is available or corded with any voltage supply. And it is said to leave skin "smooth as silk" on legs, underarms and the bikini area.

The Le Nash is styled in black and silver and comes complete with a black storage pouch. An eight hour charge is said to give 50 minutes cordless shaving and a red LED indicates that the shaver is charging. *Philips Domestic Appliances & Personal Care Division*. Tel: 01-689 2166.

Self help

The Small Electrical Appliance Marketing Association (SEAMA) has now produced a counter "self help guide" on small electrical goods for retailers.

The report has been produced jointly by SEAMA's service managers committee and key small electrical appliance retailers; and it outlines common faults customers often experience.

The guide has a section on food preparation and includes advice on: coffee makers; fryers; heaters; hair dryers; irons; kettles; shavers; toasters; and sandwich makers. It helps to sort out the cause of the problem, and may avoid either returning or replacing appliances, say Seama. Tel: 021 236 8269.

Sugar & spice

Barsam Cosmetics have ended their distribution agreement with Ramer Marketing and will now distribute their Sugar and Spice product direct. Sugar and Spice is from Little Miss Perfumes, a division of Barsam. *Barsam Cosmetics*. Tel: 01-828 6601.

COUNTERPOINTS



Perfect balance skincare range

A.H. Robins are entering the skincare toiletries market with pH Perfect, a pH balanced system of cleaners and moisturiser.

The formulation contains no soap and matches the skin's natural pH of 5.5, which makes it suitable for all skin types including sensitive skins, the company says. There are four products for a five minute wash and moisturise routine — a gentle facial wash (£2.65), wash bar (£2.35), body wash which can also be used as a shampoo (£2.45) and moisturiser (£3.75). Trial sizes at (£0.75) are also available.

Each product contains D-panthenol, a vitamin B5 precursor, which helps hydration. The body wash contains a mild

bactericide which acts as a deodorant, while the facial wash includes protein derivatives to condition the skin.

The products have not been tested on animals and were found to be non-irritant in sensitisation tests in human volunteers. The company says pH Perfect is designed to keep the skin's protective acid shield.

The range is aimed primarily at women aged 18-34 years. An advertising campaign worth about £350,000 starts in December in women's magazines and continues for 12 months. There will be sampling through magazines, trade bonuses and other promotions. *A.H. Robins Co Ltd*. Tel: 0293 560161.

Price's candles strike a light

Price's Patent Candle Company have developed a new corporate identity and revamped 300 of their candle and candle accessory lines.

A new logo has been designed, comprising a double band of circles which enclose the name Price's Candles. In the centre is a stylised candle bearer device and the year 1830 emphasises the 150 year history of the company. The new corporate colours are midnight blue and white which will have a "striking combination with on shell impact", say Price.

The company has completely repackaged some 300 product lines, using the new corporate identity and has designed a

merchandiser to promote a new and more elegant image in-store.

The new identity was instigated by Price's managing director Ed Holloway as part of an overall development and growth.

Price's will move to a new Wandsworth operating site in mid 1989, and the company has just purchased Charles Farris Ltd, a clerical candle maker.

"Candles are no longer perceived as simply a commodity for power cuts, birthdays and Christmas dinner; they are an indispensable accessory for the home, playing an integral role in home décor". *Price's Candles Distributors Ltd*. Tel: 01 228 2001.

More vroom for Milupa

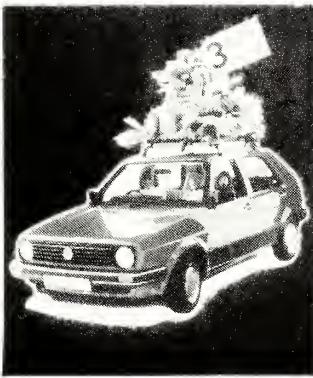
Three VW Golf CL's are the valuable first prizes in a new easy-to-enter free draw from Milupa.

Mums simply write their name and address on the back of any Milupa babyfood pack front (or on a piece of paper) and send it to the address given on special Milupa infant food car promotion packs.

The company says mums can send in as many separate entries to the free draw as they like, with more entries giving more chances of winning a prize.

The 5-door VW Golf CL offers hatchback flexibility and each winning car will be fitted with a baby seat. As well as the cars, 2,000 runners up will receive £1 Milupa vouchers plus "child in car" stickers.

The promotion will be supported with special Press advertising, local displays and point of sale material, and Milupa say they are expecting their biggest ever consumer response between now and the closing date of April 29, 1989. *Milupa Ltd. Tel: 01-573 9966.*



All sweetness and light

Jenks Brokerage is introducing Hermesetas Light, the first blended tablet sweetener in the UK, after a successful test in Scotland.

Made with a conjunction of acesulfame K and aspartame, Hermesetas Light is said to give "just the right touch of sweetness with no bitter aftertaste — to bring out the true flavour of the tea and coffee."

Each Hermesetas Light has the sweetening strength of one small teaspoon of sugar and is said to be practically calorie free (0.2 Kcal). It is available in modern 100 pocket packs (£0.99) and 300 table-top dispensers (£2.49). *Jenks Brokerage. Tel: 0494 33456.*



No more mucky pups

Young children love painting, and Tommee Tippee reckon to have found one way of cutting down on the laundry afterwards with their new Play and Paint overalls.

Made from heavy duty PVC and available in yellow, green and blue, the overalls, are wipe-clean, one size and retail at £2.49. *Jackel International Ltd. Tel: 091-250 1864.*

Roche will be introducing a 20 pack of Redoxon blackcurrant, the trade price will be £1.32. *Roche Products Ltd, Tel: 0707 328 128.*

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

STV Scotland
(central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Anadin Paracetamol:	All areas
Andrex family tissues:	All areas
Colgate toothpaste:	All areas
Dettol:	U,C,TTV,TVam
Dimension Shampoo	All areas
Finesse:	All areas
L'Oréal Freestyle:	STV,G,A,HTV,TVS,LWT
Lynx body spray:	All areas
Optrex:	All areas except B,U & TVam
Oxy:	All areas
Ponds Cream & Cocoa Butter:	All areas except GTV,G, & B
PR Freeze Spray:	All areas
Profil extra razor:	All areas
Reach toothbrushes:	C,A,TVS,LWT,TVam
Robinsons baby foods & juices:	TVS,TTV,TVam
Senokot:	All areas
Simple skin care range:	All areas except LTW & TVam
Stickers false nails:	All areas
Swaddlers' Togs:	All areas
Sweetex:	All areas except GTV,U,LWT,TVam
Vileda supercloth/wash & wipe:	Y,TVS



The number 1 pollen product made by "cold" process

POLLEN, the most historic nutritional supplement known to man, was first used by Olympic athletes in ancient Greece. Its nutrient properties ensure a steady demand. Since Wassen launched

Pollen-B, over 600 million tablets have been sold. Available in 30 and 90 day packs — bring Pollen-B to the forefront and see the difference in your sales figures. Pollen-B is available in 29 countries.

SO PURE

It will keep even your most sensitive customers happy



So caringly formulated, so beautifully packaged and so attractively priced – So Pure just has to be a major new source of profit.



Fragrance free with no artificial colourants



High-profile, cosmetic style package



Suitable for all skin types



Features a hygienic tamper-proof seal



Free merchandiser, back-card and tester



Offers exceptional value

**SPECIAL LAUNCH PARCEL
RING TODAY FOR DETAILS**

RICHARDS



**SO PURE HOTLINE
TELEPHONE: 0695 20111 NOW!**

APPLEBY

Mentholatum bonus

From September 12 the Mentholatum Company are offering trade discounts across their product range.

Bonuses extend to Deep Heat rub and spray which features a 20 per cent extra free fill and Pre-Sport rub as well as Deep Freeze aerosol pain relief spray, Stop 'n Grow and Cutipen, says the company. Traditional Mentholatum vapour rub in jars and tubes are also on bonus.

In the event of bonus details being held up by the postal dispute pharmacists can get further information from their chemist wholesaler, say *Mentholatum Co Ltd*. Tel: 0734 340117.

On the buses

Colorama is trying to stress its link with Fuji Printcare by featuring a Fuji logo on its double decker bus campaign.

The campaign emphasises Colorama's speed of service and free film strategy with the slogan "Fast and Free". *Colorama*. Tel: 01-261 1082.

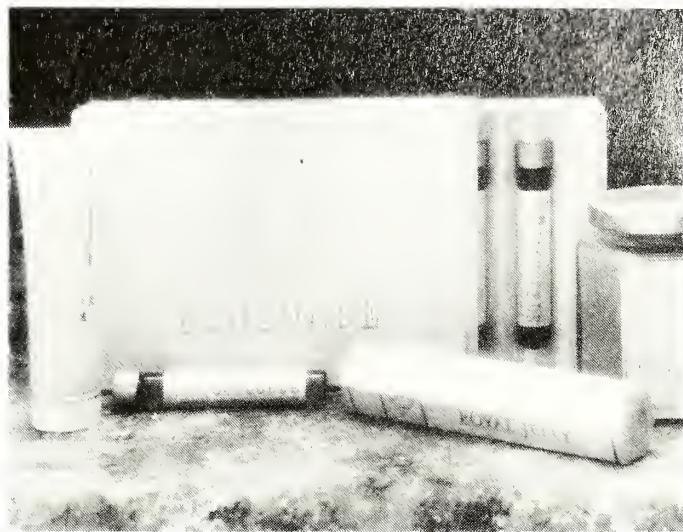
Endekay say the gum's now okay

Stafford Miller say that the response from TV advertising campaign for Endekay Health Gum has been "overwhelming, with consumer demand greatly exceeding expectations."

Stafford Miller say that, as a result, many pharmacists have had problems obtaining stocks of the product, especially through wholesalers. All national and local wholesalers have therefore been contacted to ensure that they are holding adequate stocks to meet demand. *Stafford-Miller Ltd*. Tel: 070 72 61151.

Eesilite's expansion

Support hosiery manufacturers E. Sallis say that due to demand particularly from male patients, their new Eesilite DT40 hosiery is now available in open toe style in all classes I, II, and III. *E. Sallis Ltd*. Tel: 0602 787841.



Eau de No 19

Chanel No 19 — the perfume for the "intuitive, impetuous woman" — is being launched in a new Eau de parfum format.

The new range includes a 50ml EDP (£25.00); a 100ml EDP (£40.00); a 200ml EDP (£60.00); a 50ml spray EDP (£32.00) and a 50ml spray EDP refill (£25.00).

Chanel say that the Eau de Parfum is close to the extract and that Iris is the dominant note. Other elements in the new fragrance include hyacinth; galbanum; ylang-ylang; and lily of the valley. Woody notes include plum tree evernia, oakmoss and sandalwood.

Eau de Parfum is available in both bottle and spray atomisers from October 1st, 1988. *Chanel Ltd*. Tel: 01-688 7131.

Individuality — Regina's buzzword

Regina has redesigned its Royal Jelly packaging to make it more distinctive to "try to pull away from competitors".

To introduce the new packaging, the company is offering ten days' supply of Royal Jelly capsules with every pack of 30 for £12.95.

Regina is also spending over £100,000 on a Press campaign. Advertisements will appear in *TV Times*; the *Sunday Express*; *Family Circle*; *Here's Health*; *Healthy Living*; *Health Now*; *Good Housekeeping*; *You and Visage*. *Regina Royal Jelly* Tel: 01 207 7020.

Nail metals

Mavala are introducing a Precious Metal Collection into their minicolor nail range for Christmas.

They are: platinum, a "slightly pearlised white gold"; silver, a "delicate moonlight shade"; old gold "a light touch of sunny gold" and gold "a refined rich gold". *Mavala Laboratories Ltd*. Tel: 0732 459412.



Make Selenium-ACE even more your Number 1

UNDISPUTED brand leader, Selenium-ACE is relied upon for consistently growing customer demand as thousands more add it to their daily diet. Selenium levels in the U.K. being generally low, this essential trace element is assured of

permanent sales success — but it will not stay long on your shelves. Available in 30, 90 and 365 day packs.

Maximise your profits and help your customers to help themselves to natural health assurance.



A SUPER NEW PRODUCT TO SOUP UP YOUR SALES.

Now there's a new addition to the Build-up range – Build-up Fortified Soups. They are tasty, nourishing soups that are rich in protein and fortified with vitamins and minerals.

Each serving contains a quarter of the Recommended Daily Amount of key vitamins and minerals and provides more energy than most traditional soups. Plus they don't contain any artificial colours or preservatives and are gluten free.

So, Build-up Fortified Soups are ideal as a nutritious supplement for those convalescing; the elderly; pregnant women; nursing mothers and in fact for anyone who needs extra nourishment.

There are two delicious varieties – Chicken garnished with chives, and Mushroom with real mushroom pieces. And they're quick, convenient and easy to make by simply adding boiling water.

Build-up Fortified Soups are being launched in June 1988 with a nationwide advertising campaign in the national press together with high impact point of sale material.

As Build-up Soups are exclusive to the Chemist trade, make sure you stock up now.

From Nestlé Health Care – Using Our World-Wide Resources In The Pursuit Of Excellence.



Carnation
Build-up
FORTIFIED SOUP
ONLY AT CHEMISTS

Show stoppers

Check your stocks before leaving for Chemex on September 18-19. There are so many special offers on orders placed at the exhibition that you could spend the whole weekend in London and still make a profit!

The seventh annual Chemex, to be held at Earls Court, will be the biggest ever and is being sponsored by *Chemist & Druggist* for the first time. There are well over 200 exhibitors and the organisers, MGB Exhibitions, are expecting "a large and influential

audience" following extensive promotion.

A wide range of goods and services relevant to community pharmacy practice will be on show. As well as seeing new products and major companies under one roof at the same time,

pharmacists will be able to try equipment such as computers and even process their own films on a minilab.

There is a host of competitions and draws, with prizes ranging from a crate of wine to trips on Concorde.

Opening hours are 10-8pm on the Sunday and 10-6pm on the Monday. Free tickets are available from Maurice Hoare, MGB Exhibitions Ltd, Marlowe House, 109 Station Road, Sidcup, Kent DA15 7ET (Tel: 01-302 8585).

Making their debut...

In computers

Chemex is to be the platform for some "exciting new developments for the retail pharmacist", say John Richardson Computers, who will be demonstrating their latest pharmacy labelling, stock control and automatic ordering system based on the Sanyo personal computer. Patient record handling and a drug interaction alert are now incorporated in the system. *Stand 113-113A. John Richardson Computers Ltd. Tel: 0772-323763.*

A Symphonie

Revlon International Corporation will be revealing their Autumn colours for Charlie cosmetics. The Colour Symphonie offers nail gleamers and fresh lip colours in plush Bordeaux and berry red, fresh eye colour duets in frosted pearl/damson and antique gold/kool khaki, eyeliner pencils in crushed grape and kool khaki, and burgundy mascara. *Stand 245. Revlon International Corporation. Tel: 01-629 7400.*

American Beauty Bar are launching the following: seaweed day cream, suitable for all types of skin — male or female; seaweed beauty mask, particularly suitable for combination skins; light skin peel, a non-chemical peeling which helps eliminate dead skin cells and impurities; cell regeneration gel; and body lotion.

A hair care range comprises seaweed shampoo and conditioner, and bathing care products include seaweed soap, shower gel, and moisturising bath. *Stand 140. American Beauty Bar. Tel: 01-351 7524.*

Health guides

Thorsons Publishing Group will be launching a new series of British Medical Association Family Health Guides.

The first six titles are "Asthma," "Arthritis," "Children aged one to five," "Confusion in old age," "Liver problems" and "Strokes and their prevention." The paperback books (£2.99) are available singly or in display racks. *Stand 239. Thorsons Distribution. Tel: 0933-76031.*

Seaweed care

American Beauty Bar are to distribute the Reviva seaweed-based bodycare range in the UK. Reviva Labs, based in New Jersey, USA, claim that seaweed purifies the skin and revitalises tissues.

Neon lights

Jerome Russell will be introducing the latest addition to their range of hairsprays — a neon hairspray in lilac, pink, blue, silver and gold. *Stand 90. Distributors De Witt International. Tel: 01-441 9310.*

More Mudd

Mudd Scrub Plus is the latest addition to the Mudd Mask and Mudd Moist range of skin care products from Chattam.

Mudd Scrub Plus is a creamy facial scrub which combines natural walnut particles with 100 per cent pure clays in a deep cleansing formula. It scrubs away the surface dirt, make-up residue and skin debris which dull complexion, while drawing out excess facial oils to help keep skin spot-free, soft and smooth.

For dry skin, occasional use will clear away dry skin flakes and remove dead skin build-up (75mg tube, £2.79).

Chattam have recently launched Bikini Bare line extensions in the London area, with a view to national distribution in 1989. *Stand 208. Chattam (UK) Ltd. Tel: 01-681 7299.*



Ovulation test

Clinicor home ovulation test, based on the dipstick method, will be launched the week of Chemex. The test takes about 35 minutes to complete and a colour change from clear to blue indicates the mid-cycle surge of luteinising hormone present in the urine just before ovulation. Stand 154. Letap Pharmaceuticals. Distributors OPD Laboratories Ltd. Tel: 01-965 9726.

Brushes from Bexfield

Another company new to Chemex, H.C. Bexfield Ltd, will be showing their latest introductions to the Silks beauty collection and will launch a new range of cosmetic brushes "covering virtually every facial and eye contouring requirement." There are five and 12-piece brush sets, available in pouches, wallets or dressing table top holders, with single or double ended eye shadow applicators, powder and body brushes. All the brushes have gold-trimmed purple handles.

The overnight grooming set, expected to retail at £9.95, consists of 10 manicure items including cosmetic brushes, a nail file, hair brush and travelling toothbrush contained in a satin pouch with wet pack inner. Discounts will be available. Stand 123. H.C. Bexfield. Tel: 0909-772866.



From new exhibitors H.C. Bexfield

Epopa debut

Making its debut at Chemex will be Vitalia's latest product launch — EPOPA, the Omega Bond. The capsules (60, £6.45) contain safflower oil, pure salmon oil, borage oil, evening primrose oil, natural vitamin E and nicotinic acid. Stand 111. Vitalia Ltd. Tel: 0442-231155.

Vantage launch

The Super Vantage package for Vantage group members will be launched at Chemex (C&D, April 30, p835).

Experimental schemes will be introduced within strictly limited and specific geographical areas in the early part of next year and these schemes will be assessed thoroughly before any national extension.

A supersonic Concorde flight is on offer to two sets of prizewinners in the AAH Pharmaceutical Group's Link 2+ launch competition. Any customers who have bought or rented the new Link 2+ in-pharmacy computer system, or upgraded their existing Link system to the 2+ hard disk configuration, during July or August have automatically qualified for entry in the draw.

Television celebrity and former TV-am weather-girl, Wincey Willis, will present the Concorde "Flight of fantasy" tickets to the winners at Chemex on September 18 at 3pm. Stand 218. AAH Pharmaceutical Group. Tel: 0928-717070.

Make your own

Yours to make up, a division of Healthy Bodycare, are launching a scheme enabling pharmacists to offer customers the chance to make cosmetics and toiletries at home.

The ingredients are supplied with directions for blending, no heat is required. The formulations are said to provide minimum skin irritation, using top quality ingredients which are "natural" where possible. They are preservative-free unless requested otherwise.

The four products being demonstrated at Chemex are hair gel, anti-wrinkle cream containing liposomes, day cream and a range of metallic eye colours. The prices and quality of the finished products are said to compare favourably with similar ready-made products.

Healthy Bodycare, who are exhibiting at Chemex for the first time, are using the opportunity to introduce community pharmacists to Demada Lotio Derm. The foamy, antimicrobial spray has been formulated to help clean soiled skin in the nappy area and resulting from incontinence. Stand 361. Healthy Bodycare. Tel: 061-443 1006. Yours to make up. Tel: 06633 2081.

Morning after kit

New exhibitors Foamline will be showing the Morning After kit (£2) containing a toothbrush, toothpaste, mouthwash and Alka Seltzer presented in a gift-wrapped travel wallet. Stand 371. Foamline Products. Tel: 050 553500.

For young hair

DEP (UK) Ltd are about to launch a hair styling range aimed at the under 20s.

The presentation is bold and bright and the products aim to give value-for-money, says the company, adding that research has highlighted these as key factors with this younger age group. The ozone-friendly LA Looks range consists of a styling gel and ultra wet gel, fixing spray, styling mousse, non-aerosol styling spritzer and sculpting lotion (prices from £1.35 for the styling gel).

The range, which has been claimed a "runaway success" in the USA since its launch last Autumn, will be introduced to the UK at the end of October, supported by a nine week "LA Looks Show" on Radio Luxembourg starting the first week in November. In addition there will be a £500,000 launch campaign in teenage magazines such as *Smash Hits, Just Seventeen, Looks, No 1, and 19*.

DEP (UK) Ltd, who are showing at Chemex for the first time, will also be exhibiting the new Cuticura skincare system for sensitive skin. Stand 33. DEP (UK) Ltd. Tel: 0753-820743.

Lip colour

Ultra Glow will be showing their repackaged cosmetic range and recent additions, including a new tangerine coloured Magic Lips. Stand 236. Ultra Glow Ltd. Tel: 01-607 9983.

1989 sandals

The 1989 range of sandals will be revealed by Scholl Consumer Products, featuring leather active and new traditional leatherlook from Italy. There will be demonstrations on how to fit the new NHS support hosiery. Stand 73. Scholl Consumer Products Ltd. Tel: 01-253 2030.

Nail kit

Delore's latest product, the Nail Tote (£12.95), offers a selection of nail care products which would retail individually for £25.95.

Included in the pack are salon size nail hardener and nail protector, trial sizes of polish remover and Hand Saver (a new product being launched at Chemex), Chip Proof and Cuticle Cure. Other discounts will also be available. Stand 90. Spectrum Marketing Ltd. Tel: 01-523 3232. Distributors De Witt International Ltd. Tel: 01-441 9310.

Tough Ted

Richards & Appleby have added a new character range to their gift toiletries.

Designed to appeal especially to little boys, the television character Tough Ted, created by Simon Bond, is featured on all the packaging and the products carry the slogan "Tough Ted isn't afraid of bath time".



Hair styling for the under 20's

The range comprises anchor-shaped soap (£0.99), shampoo (200ml, £1.25), foam bath (200ml, £1.25), talc (100g, £0.99), sachet pack (6 x 15ml, £1.25), gift set of 75g oval soap and 100g talc (£1.99), brush kit of toothpaste in pump dispenser and a children's toothbrush

(£2.99), kit bag containing foam bath, shampoo, anchor soap and sponge (£3.99) and a ship's log — a ring-binder containing two anchor soaps, shampoo, foam bath and talc (£9.99). Stand 65. Richards & Appleby Ltd. Tel: 0695 20111.



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Snorers' help

The best known way to stop snoring is to change sleeping position, say Torbet Laboratories, who are introducing an anti-snoring device from Sweden. Snoozer consists of a small canister containing a sealed microphone, an electronic controller and a vibrator (£54.95). When placed under the pillow or sheet it starts to vibrate after three to five snores. The vibrations last for three seconds which is enough to encourage the snorer to change position and stop snoring. *Stand 231. Torbet Laboratories Ltd. Tel: 0860-319350.*

Inflatables

Product launches from Porta are the inflatable Portasleep pillow which correctly aligns the spine while cradling the head, the Portacushion, the Portaseat and the Portaback which is designed to support the spine and help retain a correct posture while sitting (all £6.99).

The Porta hanger is an inflatable clothes hanger suitable for travel and camping (£2.75) and the Protecta heel is a non-slip sheepskin mat designed to protect shoes from scratch marks while driving (£14.99).

All products can be printed with a company name or logo. *Stand 379. Porta Products Ltd. Tel: 061-792 0131.*

Robot at large

A walking, talking robot will be an attraction of the Park Systems stand, where the Park PC-computerised prescription labeller will be launched. This medication record system, based on an IBM PC compatible computer with integral 20Mb hard disk and full back-up facility, stores records without interrupting the labelling process. Other features include full warning codes, drug interaction alert, generic cross references, and reminders if the drug is blacklisted.

The drug file capacity is 5,000 drugs and about 3,500 are already on file. The system handles up to 12,000 patients' records and there is a facility for listing by disorder, treatment or specific medication. *Stand 163. Park Systems Ltd. Tel: 051-708 8800.*

Jackel double

Jackel International will be taking two stands at Chemex to show the latest additions to their range. *Stand 166* will include the recently introduced Pur Throwaways, new Tommee Tippee cutlery sets, educational toys and rattles, while *stand 284* will show Jacqueline Christmas gift lines and cosmetic bags and Sunbrella sunglasses for 1989.

The first cutlery set is Tommee Tippee's first ever knife, fork and spoon set (£2.99), made from lightweight stainless steel with easy-grip polymer handles. The new trainer fork and spoon set is a modification of the current line; as in the original, the fork and spoon have specially-shaped, non-slip handles to help co-ordination, and for increased

hygiene there are no hollows to collect food.

A helter skelter, train, swing, roundabout and see-saw (£2.99-£9.99) have been added to the Play 'n' Learn series. A new set of early learning toys — Splash 'n' Learn — is being introduced for bath play. There is a Hovercraft with removable inner compartment and a dinghy with lifebelt (£5.99).

The Sunbrella range of styles and colours has increased for 1989. Tutti Frutti, designed to appeal to the young, is available in white or black with splashes, zig-zags and dots in bright primary colours, and co-ordinating neck cords (£6.99). *Jackel International Ltd. Tel: 091-2501864.*

Retail launch

A manufacturing contract house which has been supplying international cosmetic companies for over 25 years, has chosen Chemex to launch its retail division, Fashion Girl. The product range includes dressing table and travel manicure sets, cosmetic brushes, mirrors, hair brushes and combs, mostly supplied in merchandising units. *Stand 153. Fashion Girl Ltd. Tel: 091-268 2288.*

placed at the exhibition. Visitors will be able to test the products and discuss their requirements for "own label" preparations. *Stand 119. Creighton Laboratories plc. Tel: 09066-5611.*

For clean air and faces

General Healthcare have recently taken over the distribution of Kaz vaporisers (£19.75), liquid vaporisers (£28.75) and humidifiers (£19.75, with filter £30.75), which they claim are the cheapest on the market.

The Dynafilter K14 fits all Kaz Dynamist humidifiers and removes dust, pollen, odours and tobacco smoke from the atmosphere.

Other products in the Kaz range on show at Chemex will be the steam facial and the Thermocap professional hair conditioning heat cap.

The company will also be introducing fresh royal jelly capsules and a peeling soap containing volcanic earth to soften the skin. *Stand 137. General Healthcare Ltd. Tel: 01-848 7766.*



Children's hot water bottles from Suba-seal

It's a gift from Creighton

Creighton will be offering ideas for Christmas for the increasing number of consumers wanting products made and tested without cruelty to animals. These gifts include presentation packs of fruit-scented, pure vegetable soaps — peach, avocado and blackcurrant, or strawberry, apple and tangerine (£2.97) — and gift packs of apple and tangerine bath seeds (4, £1.85).

The company will also be exhibiting this year's new introduction — the Sun Veil sun protection range — and the relaunched Apricot body care range.

Discounts will be available on all orders

Keeping warm

New this season from William Freeman will be four animal-shaped, covered Suba-seal hot water bottles with all-rubber safety closures — a Teddy bear, bunny, panda and rabbit. The new Suba-seal swim caps for 1989 will also be on show. *Stand 42. Wm Freeman & Co Ltd. Tel: 0226-284081.*

Afro curls

Curl 2000 and Hair 2000 are two new ranges of hair care products being introduced by A.J. Distributors, suppliers of American Afro and West Indian cosmetics. The ranges include shampoos, conditioners, styling preparations and hair and scalp treatments. Special offers will be available on the Flexicurls range. *Stand 232. A.J. Distributors Ltd. Tel: 01-671 2489.*

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STAND NO. 217



Scott slots in two new lines

Two new products, which are about to be launched by Scott, will be on display for the first time at Chemex.

Scott will be featuring the fragrance free version of Baby Fresh, and their new addition to the Bodyform sanpro range, Slender 10's.

Fragrance Free Baby Fresh, which will be

available from mid-October, is aimed at mothers who may have avoided babywipes in the past because of fears about using scented products on their baby's skin. Says Alan Cavers, Scott's general sales manager: 'We believe the new choice will encourage trial from those consumers who are looking for a more 'natural-type' product. It will also grow the market through secondary usage since more mothers are likely to use an unscented product for cleaning children's hands and faces.'

Slender 10's, also available from October,

are targeted mainly at 11-15 year old girls who have just entered the sanpro market. The towel offers all the absorbency and comfort benefits of the Bodyform shape, but is shorter than the regular towel to meet young girls' needs for a high level of discretion. It will be supported with advertising in the major teenage publications over the coming months.

Visitors to the stand will be able to see the marketing support package for Scott brands. Consumer activity includes a variety of price-marked packs, money-off coupons and on-pack promotions. The recently relaunched Fiesta kitchen towel is about to benefit from a repeat of the 20 extra sheets free promotion.

Scott management will be on hand to offer market trends information plus range and merchandising recommendations. Ten giant soft-toy versions of the Andrex puppy will be given away in a free draw held every two hours during the show. Stand 55. Scott Ltd. Tel: 0342-27191.

Illumination by Barshop

A range of illuminated display equipment, designed to attract customers into the high profit areas of shops, will be demonstrated by Barshop Displays Ltd. The Astore High Profile system features undershelf lighting for every shelf, two-tier canopies in coloured mirror and etched graphics to highlight generic product groups. Stand 144-145. Barshop Displays Ltd. Tel: 0733-310555.

Feeling the pinch

...but not with the Oxford 5 Day Diet, at last there is a diet that doesn't leave you feeling hungry. The Oxford 5 Day Diet supplies all you need* for your five days of dieting, leaving you the weekend to eat normally.

The Oxford 5 Day Diet is not a liquid diet but a unique slimming product that offers all the recommended daily nutrients, fibre, protein and calories. * (plus ½ to 1 pint of skimmed milk per day)

The Oxford 5 Day Diet has been developed to the highest standards. The challenge was to produce a diet that was completely natural, enjoyable, easy to use, effective, nutritious, satisfying, safe to use and offer the retailer the highest possible profit margins ranging from 29.6% nett to 39.7% nett.

The diet retails at just £9.95 and consists of 5 Multi-vitamin capsules, 10 meal replacement bars and 5 packets of farmhouse vegetable soups. All that is needed in addition to this is half a pint of skimmed milk a day for women and one pint for men. Contains all you need for your calorie controlled 5-day diet.

Becoming one of Britain's fastest selling diets

Trade prices: Under 10 units £7 each, 10 to 39 units £6.50 each, over 40 units £6 each.

Come and take advantage of our 10% discount offer on stand 282 alongside Garland Pharmaceutical at Chemex '88.



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CHEMEX PREVIEW

From Ireland

Ireland-based manufacturers Rima Pharmaceuticals will be using Chemex to introduce their extended range of OTC analgesics, with aspirin, soluble aspirin and paracetamol now available in a range of blisterpacks and Snap-lock containers. Samples will be available.

Rima also undertake contract manufacture of tablets, capsules and liquids and they will be able to discuss the requirements of both UK and overseas buyers.

Also on the Irish Export Board's stand will be Clonmel Chemicals Co, who claim to be the largest manufacturer of branded generics on the Irish market and who undertake contract manufacture worldwide.

Ovelle Ltd, who manufacture and market creams, ointments, medicated plasters, OTC and generic pharmaceuticals, and undertake contract manufacturing, intend to expand their OTC and veterinary ranges. A soap-free hair shampoo and wash are among their new products. Stand 77. *Irish Export Board*. Tel: 01-491 3660.

For smokers

A1 Pharmaceuticals are launching an anti-smoking lozenge, Stopits, containing purified tobacco without harmful resins and tars (30, £1.55). The lozenge is dissolved slowly against the inside of the mouth when the smoker has an urge to smoke.

The packaging promotes the "Ask your

pharmacist" campaign, and leaflets with each outer warn of the dangers of smoking, both to the smoker and passive smokers, particularly small children. GPs are also being asked to recommend the product.

A bonus of 12 per cent is available on two or more outers of 24 (£22.56 normal trade) or 7 as 6 less 10 per cent, 15 as 12 less 10 per cent.

Another new product on show will be a digital thermometer which is claimed to have the lowest retail price in the UK (£5.99). The Signal electronic thermometer has IC sensors for rapid temperature measurement and a battery life of about three years if used 10 times a day. It switches off automatically, 30 minutes after use.

A bonus of 7 as 6, 15 as 12 is available now and at Chemex. Special prices are offered on larger orders and the thermometers are available as promotional gifts to GPs from pharmaceutical companies. Stand 297. *A1 Pharmaceuticals*. Tel: 01-582 4844.

(£1.35) will be introduced at Chemex.

Pava also market the Manhattan cosmetic range. New for Chemex will be Terra Africa body bronzing lotion.

Special offers will be available on stand 331. *Pava Ltd*. Tel: 0929 425266.



Retail move

Pava Ltd are unveiling new products in their hair care and cosmetics range, all designed for the chemist market.

Pava, who claim to be a leading name in the professional hair and skin care market, are making a move into the retail arena, starting with the purchase of established brands including Estolan, which was re-launched in July. The Naturelle hair care range, aimed at the young end of the market, was also a recent purchase, and shampoos and conditioners



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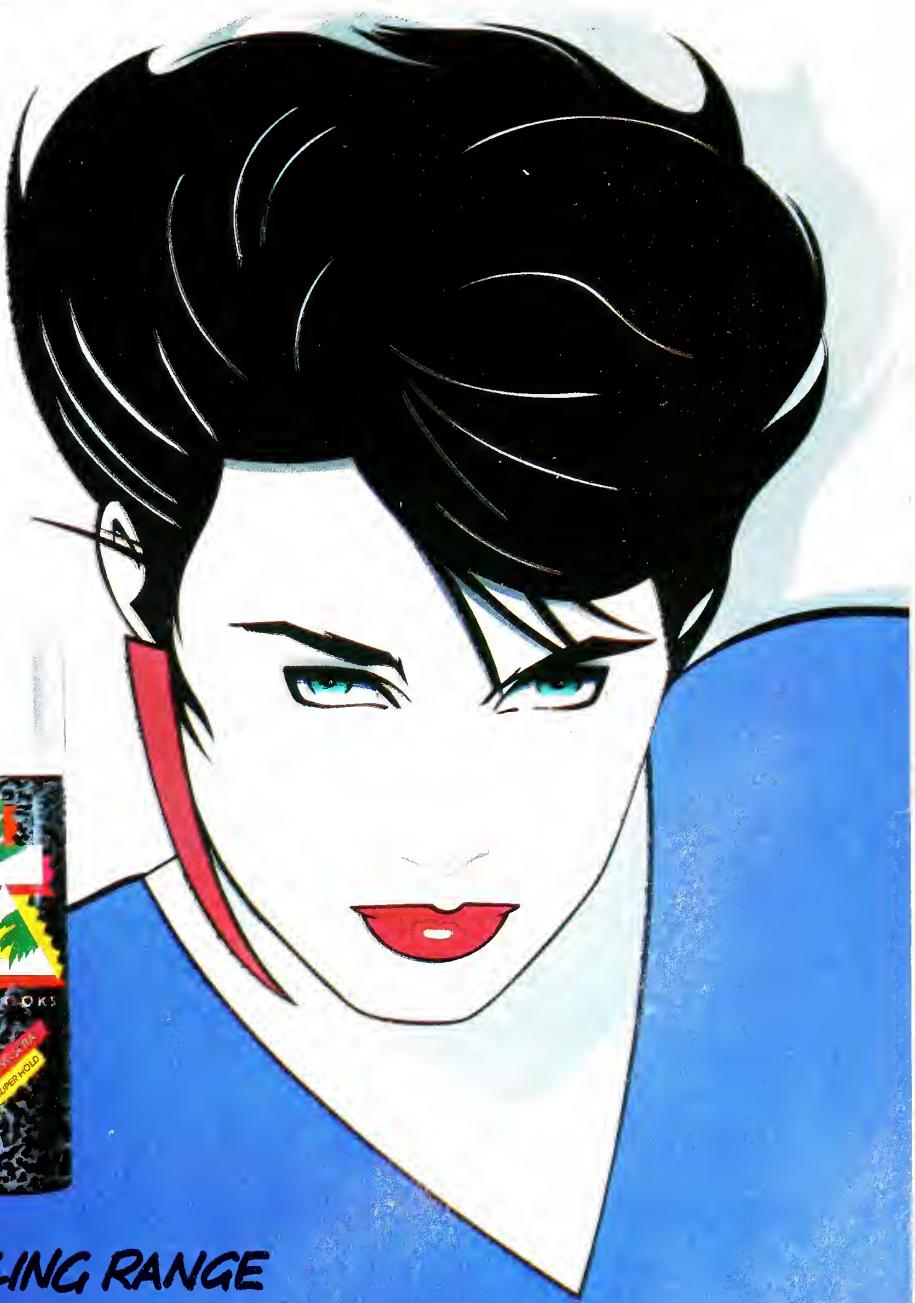
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Earls Court!*

countercall

41 THE HIGH STREET, HODDES DON, HERTFORDSHIRE, EN11 8TA

For the tiny

Benjywear have introduced a Welcome range of clothing, designed for low birthweight babies. The garments are available in three size ranges and soft materials of brushed fleece or terry to keep the baby warm. Many are equipped with hoods which help to retain body heat and the seams are finished so as not to harm delicate skin. Stand 23, Dunbee Consumer Products. Tel: 0256-64902.

Budget colour

Collection 2000, a new budget-priced colour cosmetics range, is being launched at Chemex.

There are 38 standard trays of products which can be added together to make a display. The trays may be purchased individually and are inter-changeable. A further seven deals are available containing a variety of standard tray products. As well as make-up, blushers and eye colours, there will be 45 different colours of nail polish and 30 colours of lipstick. Prices start at £0.69. None of the products have been tested on animals.

Aimed primarily at chemists, the range will eventually be offered to department stores. There will be a promotion for orders taken at Chemex and all first orders taken thereafter. There will be a carriage paid delivery service, settlement discount and "above average" retailer's margin.

Collection 2000 Ltd are part of the Constance Carroll group of seven companies who manufacture all products and display materials at their own factories in Skelmersdale, Lancs. John Keen, UK sales manager, will be recruiting a nationwide sales force.

Collection 2000 was launched overseas in June 1987 and is said to be well established in several countries. Stand 270. Collection 2000 Ltd. Tel: 0732-453213.

Throwing away the salt

Samples of the new 50g size of Losalt reduced sodium salt alternative will be given away by Klinge Foods Ltd, who will also have sales and consumer literature available. Stand 141. Klinge Foods Ltd. Tel: 0356-734464.

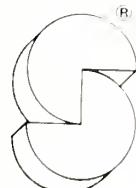


Small size of Losalt for pharmacies

STILL NOT SURE ABOUT PARALLEL IMPORTS?

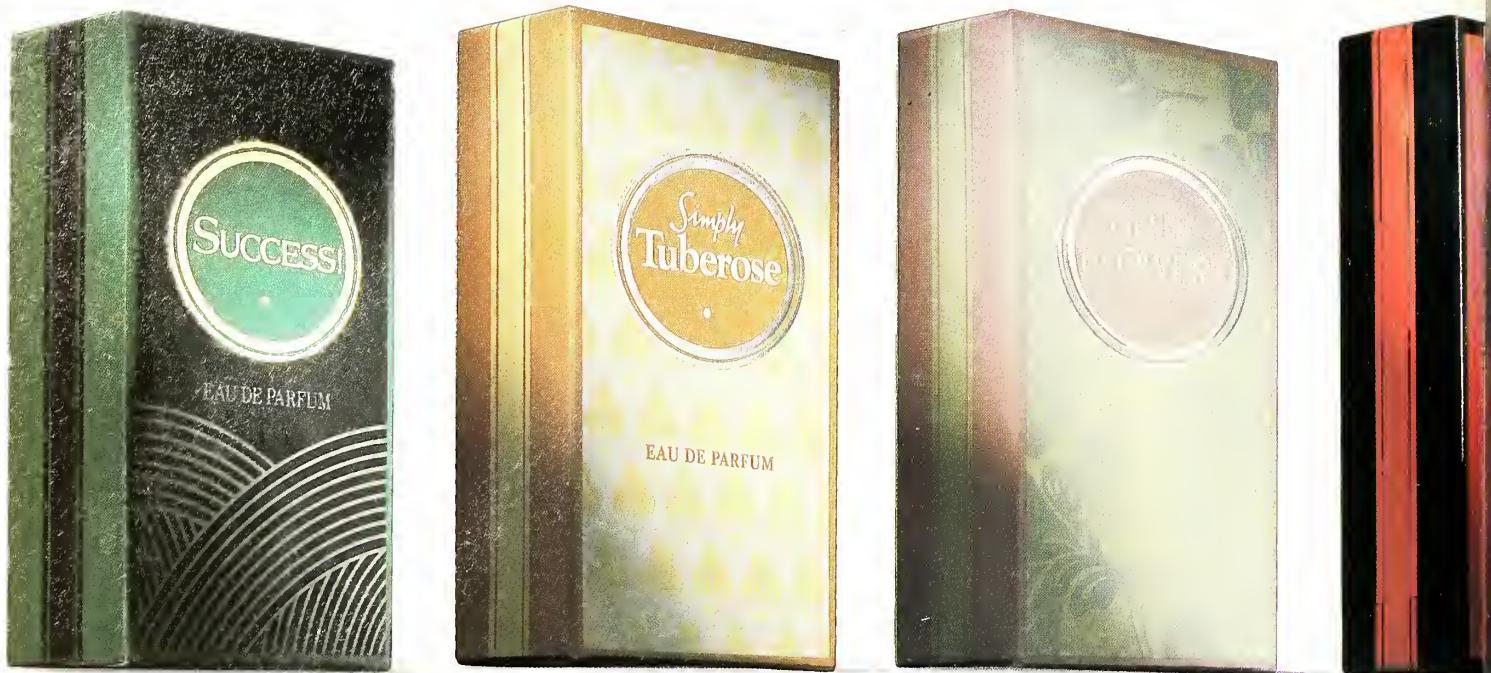
Community Pharmacists are invited to contact Stephar for expert advice and the ultimate professional service.

See us at Chemex 88 — stand 211



Stephar (UK) Ltd
Freepost
Great Yarmouth
Norfolk NR31 8BR
Tel: 0493-650069

LEADING THE INTERNATIONAL FIELD IN PARALLEL IMPORTS

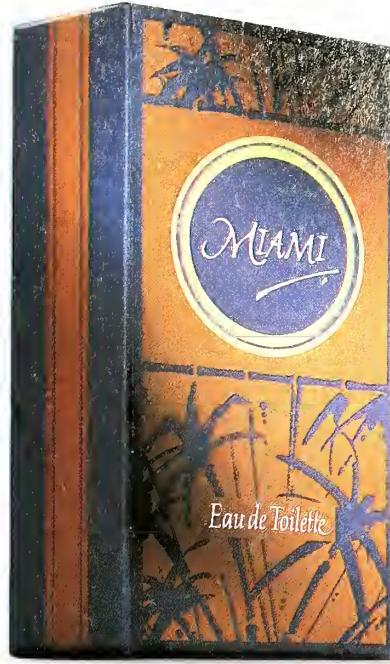


SOLD! FOR!

UNITED TOILETRIES & COSMETICS ARE ABOUT
TO LAUNCH AN ATTACK ON THE PERFUME MARKET.
THE TARGET IS FEMALES, AGED 15-45
AND OUR OBJECTIVE IS TO OFFER A RANGE OF
SEVEN FINE FRAGRANCES UNDER THE BANNER OF
THE SUPREME COLLECTION

AT £4.99 EACH WE EXPECT TO ENCOUNTER
VERY LITTLE CONSUMER RESISTANCE, ESPECIALLY
SINCE WE WILL BE MOUNTING A SUBSTANTIAL
CAMPAIGN IN MAJOR WOMEN'S MAGAZINES.
TO THIS EFFECT WE WOULD LIKE TO ENLIST
YOUR HELP BY TAKING IN ADVANCE SUPPLIES.

THE SUPREME PERFUMES TO CHANGE T



PERSONS OF UNE.



AND WE WOULD LIKE TO BACK THIS UP BY MENTIONING THAT MARKET DATA SHOWS THAT WE CURRENTLY HAVE A 0.5% MARKET SHARE AND IT IS OUR AIM TO ADVANCE TO A POSITION OF A 1% MARKET SHARE BY THE END OF THE YEAR.

FOR FURTHER DETAILS OF OUR PLANS, PLEASE

CONTACT CHARLES BOURN ON (01) 670 4433. UNIFORM TANGO CHARLIE AND OUT. EXCLUSIVE U.K. DISTRIBUTOR, RICHARDS & APPLEBY



UNITED TOILETRIES
& COSMETICS

UTC, 42/44 NORWOOD HIGH STREET, LONDON SE27 9NR

COLLECTION. E COURSE OF HISTORY.

CHEMEX PREVIEW

Several companies are donating prizes for registration ticket draws.

The following are the companies and the prizes they are offering (times shown in brackets refer to both the Sunday and Monday): Brita (UK) Ltd, stand 143, two water filter jugs (4pm); Doncaster Pharmaceuticals, stand 66, three bottles of Champagne (3pm); Janssen pharmacy division, stand 178, crate of wine (4pm); Sterling Health, stand 47, food hamper (12 noon); Swaddlers, stand 72, two bottles of port (12 noon).

In addition there will be a major prize from organisers MGB Exhibitions at 5.30pm on both days.

All visitors to the **Countercall** stand will be eligible to enter a free draw to win a portable 14in colour television or one of six gift boxes from Peaudouce. Everyone visiting the stand will be given a free "goody bag" containing samples of the products being exhibited. *Stands 241-242. Countercall Ltd. Tel: 0992-445995.*

There will be a free draw for all visitors to the **Crookes Healthcare** stand. The prize is a television with in-built video. The company will be showing its recently launched products Wash E45, Ostersoy and Farley's banana rusks. *Stand 272. Crookes Healthcare Ltd. Tel: 0602-507431.*

There will be special offers on almost all top electrical and photographic products being shown by **Beekay Ltd** and the Christmas catalogue will be available. Among items on show will be the latest from Braun, Remington, Carmen, Clairol and Philips. *Stand 225. Beekay Ltd. Tel: 01-900 0588.*

Among the many offers from **David Anthony Pharmaceuticals** will be a free Fuji SHR135 x 24 film for every customer who visits the stand on the Sunday. There will be other deals on Fuji, Duracell and 3M products during the exhibition. *Stand 51. David Anthony Pharmaceuticals. Tel: 051-4867117.*

Britannia Health are holding a free draw for retailers on the Sunday. The prize will be £100 in the company's products but every two hours a Braun Combi hairdryer worth £18 will be given away. Discounts will be available to all customers visiting *stand 151. Britannia Health Products Ltd. Tel: 0737-773741.*

Evening Primrose Oil Co will be offering discounts and free products. One dozen packs ordered will qualify for 10 per cent discount; 18 packs will qualify for 10 per cent discount plus three

Continued on p45

Win prizes, save money

Germany's No.1 OTC health care brand is at Chemex '88...

- Kwai - the ideal way to take advantage of garlic's benefits without the obvious social drawbacks.
- Unlike garlic oil based products, Kwai is high in allicin producing potential and is the nearest thing to fresh garlic.
- £40 million sales in Germany, 1 million daily users (1987).
- UK launch in March 1988 backed by £1 million media, PR and promotional support.
- Very high trial levels with a 90% plus 'satisfaction' and intended repurchase rate.

...and you can get the 'Spice of life' at Chemex on a special offer...

...and consumer leaflet displays.

- Main advertising programme starting **NOW**, including national daily press/women's magazines/retirement and health media
- Massive PR editorial drive starting **NOW**, supporting 'Spice of life' consumer press campaign.

...so come and see us at the De Witt Stand (No. 90)

Kwai® Highly Concentrated Garlic Tablets



THE QUESTION

What has:

1. The perfect presentation.
2. The ideal dispensing pack.
3. The strongest of pedigrees.

see below

H.N. NORTON & CO. LTD., Patman House, George Lane, London E18 2LS. Tel: 01-530 7166. Fax 01-989 04

For complete details see our latest product list

range.

With tamper evident caps, and new high definition graphic labels pads, together with Benorylate tablets 750mg (100 presentations), this, together with Norton graphic dispensing pack sizes of 150ml and 300ml

BENORYLATE BP

Two new ideal dispensing pack sizes of 150ml and 300ml

Norton has a clear winner.

Now you've seen the solution, there really is no question.

BENORYLATE BP

NORTON X

THE SOLUTION

(The word 'NORTON' is registered trademark)

CHEMEX PREVIEW

Continued from p454

free packs of Epoc evening primrose oil with marine fish oil. Stand 90. Distributors De Witt International. Tel: 01-441 9310.

Fragrance House of St George will be offering free Christmas gift sets, worth about £75, to customers buying the whole range of products. Aloe vera body moisturising gel and Black Grape oil will be introduced at the exhibition. Stand 45. *Fragrance House of St George*. Tel: 01-871 5080.

Health & Diet Food Co will be offering a 50 per cent profit on return on all orders received for FSC vitamins, minerals, specific supplements and dietary aids. Stand 269. *Health & Diet Food Co Ltd*. Tel: 0483 426666.

The first 100 retailers placing orders of 60 units or more with Hermes Sweeteners, including one order of new **Hermesetas Light**, will receive a free Swatch watch. There will also be a free blistercard deal for indirect accounts on each dozen blistercards ordered.

Hermesetas Light, launched nationally on September 1, contains aspartame and acesulfame K and provides 0.2 calories per tablet. Stand 60. *Distributors Jenks Brokerage*. Tel: 0494 33456.

All customers placing orders with **Janssen pharmacy division** will be entered into a free draw for the garden furniture which is being used on stand 178. Bonuses will available. *Janssen pharmacy division*. Tel: 0235 772966.

There will be money-off and free product promotions from **G.B.Kent**, among whose products will be the recently-introduced Headhog sport brush for younger men. Stand 281. *G.B.Kent & Sons plc*. Tel: 0442 515131.

Orders placed at **Kirby-Warrick's** stand will entitle pharmacists to vouchers giving up to 50 per cent discount on Hilton or Ladbroke Hotels weekend breaks. Stand 216. *Kirby-Warrick Healthcare*. Tel: 0638 716321.

There will be show offers on **Kodak** films and batteries, together with details of Autumn/Winter promotional twin-packs and the promotions planned for Kodak film this Christmas. Stand 229. *Kodak Ltd*. Tel: 0442 61122.

Bonus deals will be available on **Leo Laboratories'** OTC quality care range — Stoppers, junior Panaleve, Emoform and Opas — together with details of a gift which will be presented to the highest order taken on Stand 172. *Leo Laboratories*. Tel: 08444 7333.

Mars Confectionery will be holding two free draws to win a display unit plus start-up stock. Stand 127. *Mars Confectionery*. Tel: 0753 23932.

Medielite, distributors of small electrical and photographic products, are offering a free entry in a prize draw for all orders placed at Chemex. The prize is a microwave oven. There will be another prize given away every hour to visitors at the stand, plus special deals on all orders taken. Among products on show will be new hairdryers, Lady Style shavers and reflex action clocks from Braun, and the new range of Man at Carmen products. Stand 10. *Medielite Ltd*. Tel: 01-998 8833.

Samples of **Noxzema** medicated skin cream will be available at Stand 100. *Distributors Ever Ready Personna Ltd*. Tel: 01-202 3171.

Pharmadass (Health Aid) will be offering 14 as a dozen on their vitamin E range. Stand 92. *Pharmadass*. Tel: 01-451 1926.

Discounts will be available on **Searle Consumer Products' range**. There will also be an on-stand competition to win 200 copies of the book, "The Canderel Guide to Beachwatching".

Stand 223. *Searle Consumer Products*. Tel: 0494 21124.

Stain Slayer stain remover will be on offer 14 as 12 on stand 90. *JCB Developments Ltd*. Tel: 0243 531319. *Distributors De Witt International Ltd*.

Pharmadass (Health Aid) will be offering 14 as a dozen on their vitamin E range. Stand 92. *Pharmadass*. Tel: 01-451 1926.

Straight Lines (UK) Ltd will give a free display stand (usual price £15) to new orders placed at Chemex. The Fiorella collection is a new range of fashion jewellery packaged in presentation boxes. Stand 83. *Straight Lines (UK) Ltd*. Tel: 0686 28921.

Torbet acne lotion will be on offer of 14 as 12. Stand 231. *Torbet Laboratories Ltd*. Tel: 0860 319350.

Vitabiotics are offering special bonuses on all their products: Multiron, Omega-H3, Premence-28, Ferus B12, Menopace, skin and hair care (SHC), Pregnacare. Buy eight and get two free. The offer closes on September 24. Stand 95. *Vitabiotics Ltd*. Tel: 01-903 9436.

Win two cameras in cartoon competition

Test your literary skills and win a piece of photographic history by entering *C&D's* cartoon caption competition.

All you need to do is think of a caption for the cartoon appearing in this week's issue of *C&D* on page 424. The prize will be a hand-

made, non-working replica of the original Kodak No 1 box camera first produced in the USA in 1888, together with Kodak's latest, top-of-the-range auto-focus 35mm compact camera, the S1100XL.

Bring your entries to stand 3.

Print your own films

Gretag Ltd, manufacturers of photoprocessing equipment, will be offering hands-on experience of their recent additions the Master Scan 96 (left) and Master 12.

Pharmacists contemplating adding a minilab to their retail operation, or upgrading their current equipment, will be able to print their own films on the stand. In addition, Gretag staff will be offering a post-exhibition computer analysis service for customers wanting to examine the viability of a Master Scan 96 or a Master 12 in any particular retail outlet and location. Stand 294. *Gretag Ltd*. Tel: 0753-859111.



QUALITY BABY CARE PRODUCTS INFANT & TODDLER TOYS

AVAILABLE FROM YOUR LOCAL WHOLESALER

3 Display Stands available

1 metre wide, ½ metre wide and 22inch diameter rotary

BABY KRYSSTAL(UK) LTD 2 FURZE ROAD, THORNTON HEATH, SURREY CR4 8NG
TEL: 01-771 7631 TELEX: 941 3506 AOASG FAX: 01-771 7849

See us at Chemex Exhibition STAND 293



Photographic competition

Duracell are launching a photographic competition exclusive to retailers at Chemex.

The competition, open to all photographic and photo chemist retailers, their staff and families, involves taking the most original shot of a Duracell battery or batteries. The winner will receive a cash prize of £1,000 as well as publicity for his/her retail outlet. Judges will be looking for originality, creativity and technical merit.

Entry forms and details will be available on David Anthony Pharmaceuticals and Sangers' Stands 51 and 161. Forms will also be direct mailed to all independent photographic retailers. The closing date for the competition is October 31 1988. *Duracell (UK) Ltd. Tel: 0293-517527.*

Escape from the noise

Escape from the noise of a busy exhibition by trying a sample pack of E-A-R foam ear plugs on stand 90. The earplugs expand to fill the outer ear canal, and are washable for re-use. The plugs are coloured bright yellow. *Cabot Safety Ltd. Distributors De Witt International Ltd. Tel: 01-441 9310.*

Gum research

Wrigley will be presenting results of research which shows that chewing Orbit gum for 10 minutes after eating stimulates the production of saliva to neutralise harmful plaque acids. A campaign has been launched informing dentists and hygienists of the new findings. Wrigley are exhibiting at Chemex for the first time to encourage pharmacists to take advantage of a £62m — and rapidly growing — market. A range of display material to suit all outlets will be on show. *Stand 130. Wrigley Co Ltd. Tel: 0752 701107.*

Full-size shop

A full-size, walk-through dispensary will be the central feature of ZAF's stand. For the retail sales floor, a wide range of modular display units will be on view, showing ZAF's ability to meet individual requirements through their in-house joinery facilities. Chrome gondolas suitable for toiletries and a choice of tiered and binned medical counters may be seen. Products which need security can be merchandised in glass wall display units.

An up-market image for the perfumery department is the aim of the gold-finished aluminium display cases and counter units supplied by the associate company Systemec Ltd.

Show discounts are available on orders placed at stand 190. *ZAF Ltd. Tel: 0602 780808.*

Promotions

A cheque for £10,000 will be presented at Chemex to Linda Edwards, director, National Osteoporosis Society, by the newly-appointed managing director of English Grains Healthcare, Robert Smith. A donation has been made to the society for every pack sold and the money will help fund further research into osteoporosis.

An added-value promotion planned for Calcia this Autumn offers an extra 10 per cent in each pack.

A similar promotion is offered on Red Kooga multivitamins and minerals from mid-September. Special packs will contain 45 instead of 36 tablets for the usual price of £1.86. *Stand 84. English Grains Healthcare. Tel: 0283-221616.*

Minilab demo

Visitors to the Konica stand at Chemex will have a chance to see continuous working demonstrations of the no-wash Nice Print minilab. The system is said to be simple to install, with all processing chemicals supplied in pre-measured kits for fast, easy mixing. Finished prints are obtained within 20 minutes of loading the film.

Also on display will be the company's range of cameras, including the Zoom 80 — the new zoom compact — and the MR640 — the latest dual lens, weatherproof camera. *Stand 289. Konica UK Ltd. Tel: 01-751 6121.*

Neutralise acid in just 10 minutes



Recent dental research using Orbit Chewing Gum shows that the chewing of gum for 10 minutes after eating, stimulates the production of saliva to neutralise harmful plaque acids within the 10 minute chewing period. This compares with an hour or more of potential acid attack on teeth if saliva is not stimulated.

In today's busy lifestyles, where brushing

teeth after every meal or snack is not always practical, chewing gum provides an enjoyable and effective adjunct to other dental care practices.

Wrigley, the chewing gum market leader with an 88% share, continues to increase its share of the market with sales in the last six months increasing by 16% — an extra 30 million packs.

Visit stand 130 to obtain more information about the dental research and learn of the opportunities available to you to build your turnover and profit with The Wrigley Company Ltd.

The WRIGLEY Company Ltd.

Committed to dental health

ESTOVER PLYMOUTH DEVON PL6 7PR

New exhibitors

Among the other companies exhibiting at Chemex for the first time will be:

Baby Krystal (UK) Ltd, showing their range of baby

care items, toys, feeding bottles, bibs etc. **Stand 293.**

Booker Nutritional Products, exhibiting their full portfolio of brands — Healthcrafts, Ladycare, Superted, Heath and Heather, Seatone, American Nutrition and Potters. **Stand 176.**

Bradgate Products Ltd, showing their Laura Paige range of budget-priced cosmetics, most of which retail at £0.69. **Stand 146.**

Lichtwer Pharma, with their Kwai highly

concentrated garlic tablets recently introduced to the UK. **Stand 90.**

Scandinavia Direct Ltd, who have added the Aquastream cartridge water filter to their range. **Stand 120.**

Upjohn Ltd, who are offering advice on Regaine, Dalacin T and triazolam. **Stand 57.**

Zyma (UK) Ltd, who recently extended their interests with the introduction of Parahose graduated compression hosiery. **Stand 132.**



For those wishing to make the most of a weekend in London, the following are among the capital's many attractions.

Changing the guard. Outside Buckingham Palace at 11.30am on even dates ie 16, 18 and 20. At Horse Guards daily at 11am and Sundays at 10am. The Guards leave Hyde Park Barracks at 10.27am weekdays, 9.27am Sundays, riding to Horse Guards via Hyde Park Corner, Constitution Hill and The Mall, returning by the same route leaving Horse Guards at 11.25am, Sundays 10.25am.

The Lords and Ladies of Little Egypt. The Worlds of Gypsy Song. First ever gathering in the UK of Romany musicians from Europe and Asia. ICA, The Mall, SW1. Until September 18. Daily 8pm, Sunday 4pm, 8pm. 01-930 3647.

Chelsea Antiques Fair. Chelsea Old Town Hall, King's Road, SW3. Monday-Friday 11am-8pm. Saturday 11am-6pm.

Flower Festival. St Clement Danes Church, Strand, WC2. 9.30am-7.30pm. Closed Sunday 11am-1pm. September 16-18.

Ski Mart. Novotel, 1 Shortlands, W6. Friday

4-8pm. Saturday and Sunday 11am-6pm.

Horseman's Sunday. Church of St John and St Michael, Hyde Park Crescent, W2. Gathering of horses for service at 12 noon which is taken by vicar on horseback. September 18.

Horseman's Sunday Horse Show. The Paddock, Kensington Gardens, W2. 1.30pm.

Antiques and Collectors Fair. Alexandra Palace, N22. 12 noon-6pm September 18.

Heritage Antiques Fair. London Hilton, Park Lane, W1. 11am-5pm.

Battle of Britain Services. Westminster Abbey. 11am. Ticket holders only. Abbey closed to visitors until 1.30pm. St Clement Danes Church, Strand, WC2. 11am.

Ark Day. Natural History Museum, Cromwell Road, SW7. 1pm or at London Zoo 2.20pm. Sponsored walk based on the story of Noah's Ark and the flood, in aid of rainforest protection. Come as an animal (or bring an umbrella) and follow Noah to an ark on Whitestone Pond, Hampstead.

City Walks of London. Friday 7pm — Ghosts, ghouls, and haunted taverns (meet outside St Pauls Underground). Saturday 11.30am — The London of Sherlock Holmes. (Covent Garden Underground). 2pm — The London of Jack the Ripper. (Tower Hill Underground). 7pm — Ghosts, ghouls and West End Taverns. (Green Park Underground). Walks last 1½-2 hours and take place regardless of weather. 01-937 4281.

Galleries and museums

The Age of Durer and Holbein. German drawings and watercolours. British Museum, Great Russell Street, WC1. 10am-5pm. Sunday 2.30-6pm.
L.S. Lowry. Barbican Art Gallery, Barbican Centre, EC2. 10am-6.45pm. Sunday 12 noon-5.45pm.

Assignments 2. Exhibition of Press photographs. The Concourse, Barbican Centre. 9am-7.45pm. Sunday 12 noon-7.30pm.

Henry Moore sculptures. Royal Academy of Arts, Piccadilly, W1. 10am-6pm.

Late Picasso. Tate Gallery, Millbank SW1. 10am-5.50pm. Sunday 2-5pm.

French paintings from the USSR. National Gallery, Trafalgar Square. 10am-6pm. Wednesday 10am-8pm. Sunday 2-6pm. Closes September 18.

Chinese Dinosaurs Exhibition. Natural History Museum, SW7. 10am-6pm. Sunday 1pm-6pm.

Royal Britain. Story of the British Monarchy. Aldersgate Street, Barbican, EC2. 9am-5.30pm.

Theatre and concerts

Keith Prowse ticket shops (01-741 9999 for credit card bookings) offer tickets for the following:

Musicals Babes in Arms, Blood Brothers, Brigadoon, Cats (may be difficult to obtain), Chess, Follies, Iolanthe, Me and My Girl, Les Misérables (may be difficult to obtain), South Pacific, Starlight Express, 42nd Street, Yeoman of the Guard, Ziegfeld.

Drama Beyond Reasonable Doubt, Bussy D'Ambois, Cat on a Hot Tin Roof (September 17), Dangerous Obsession, The Fifteen Streets, Greek, Julius Caesar (September 19,20), Les Liaisons Dangereuses, The Mousetrap, Three Sisters (September 17), Uncle Vanya, Cymbeline (September 16, 17).

Comedy The Admiral Crichton, Busman's Honeymoon, Driving Miss Daisy, Dry Rot, Easy Virtue, Exclusive Yarns, The Foreigner, Hapgood, How the Other Half Loves, Lettice and Lovage, The Recruiting Officer, Run for Your Wife, The Shaughraun, Too Clever by Half.

In concert Bill Withers, Hammersmith Odeon, September 17, 18.

Concerts, opera, dance

Barbican Hall. September 16 — The music of Andrew Lloyd Webber; 17 — The organist entertains; 18 — London Symphony Orchestra, (Wagner, Prokofiev, Bartok).

Indian Summer. Classical Indian dance accompanied by live music. The Place Theatre, 17 Duke's Road, WC1. 8pm. 01-387 0031.

Royal Albert Hall. Last night of the Proms. September 17. 01-589 8212/9465. Subject to availability, up to two tickets will be allocated to those who have applied at the same time for a least five other concerts in the 1988 season.

London Coliseum. September 16 — Carmen; 19 — Tosca.

Royal Opera House Covent Garden. September 17 — Die Entführung aus dem Serail; 19 — Turandot.

Sadlers Wells Theatre. September 16, 17 Cumbre Flamenca, Spanish Flamenco dancers group.

Royal Festival Hall. September 17 — Cilla Black celebrates 25 years in showbusiness September 18- Opening concert in Beethoven Plus series (Miss Solemnis). September 19- Beethoven Plus.

Queen Elizabeth Hall. September 17 — Pasadena Roof Orchestra 19- Vivaldi Festival.

BRAUN, CLAIROL, PHILIPS, PIFCO, CARMEN, BABYLISS, REMINGTON

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UP TO 15% OFF NORMAL
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THE AVENT FEEDER,



TRAINER,



STORER,



PROFIT MAKER.

The Avent Feeder combines the unique Avent feeding bottle with the soft, naturally-shaped Avent silicone teat.

Unscrew the top, screw on the training spout and it instantly becomes a training cup.

Or screw on the airtight sealing lid and cap and you have a handy jar for storing and travelling.

That's how versatile, and more importantly how convenient, the Avent Feeding System is for today's mothers.

It has been designed to the highest safety specifications and is just one of many superior, high value items in the innovative Avent range.



THE REVOLUTIONARY
STEAM STERILISER
RRP £30.39 (EXCL VAT)
TRADE £24.32 (EXCL VAT)

(Others include the revolutionary Steam Steriliser and the first single-handed action Breast Pump.)

Like all Avent products, the Feeding System is being supported by extensive colour advertising and can offer you generous margins on every unit sold.

To mothers it's a feeder, trainer and storer. To you it's a potential profit maker.

THE AVENT FEEDING SYSTEM
RRP £1.96 (EXCL VAT)
TRADE £1.31 (EXCL VAT)

AVENT
PURELY FOR BABIES
MADE IN ENGLAND

CANNON BABYSAFE LTD., LOWER ROAD,
GLEMSFORD, SUFFOLK CO10 7QS
TEL (0787) 280191





TO YOUR CUSTOMERS HE'S MADE OF TIN, TO YOU HE'S PURE GOLD.

This autumn we'll be putting more money behind our pure cod liver oil than ever before.



Nearly one and a half million pounds on national ITV,
backed up by colour ads in selective press.

Altogether 80% of your customers will see the commercial at least six times.

And like last year – when sales doubled – it will again feature our tin man character.

Remember, Seven Seas pure cod liver oil is the richest source of vitamins A and D and also contains the special Omega 3 marine nutrients EPA and DHA.

As well as promoting healthy hair and skin, sound teeth and strong bones, growing medical evidence suggests that it also plays an important role in relieving aches, pains and joint stiffness.



Indeed no other vitamin supplement provides this unique natural combination of health promoting properties.



And, to help you sell on to your customers, there's also a comprehensive package of in-store display material.

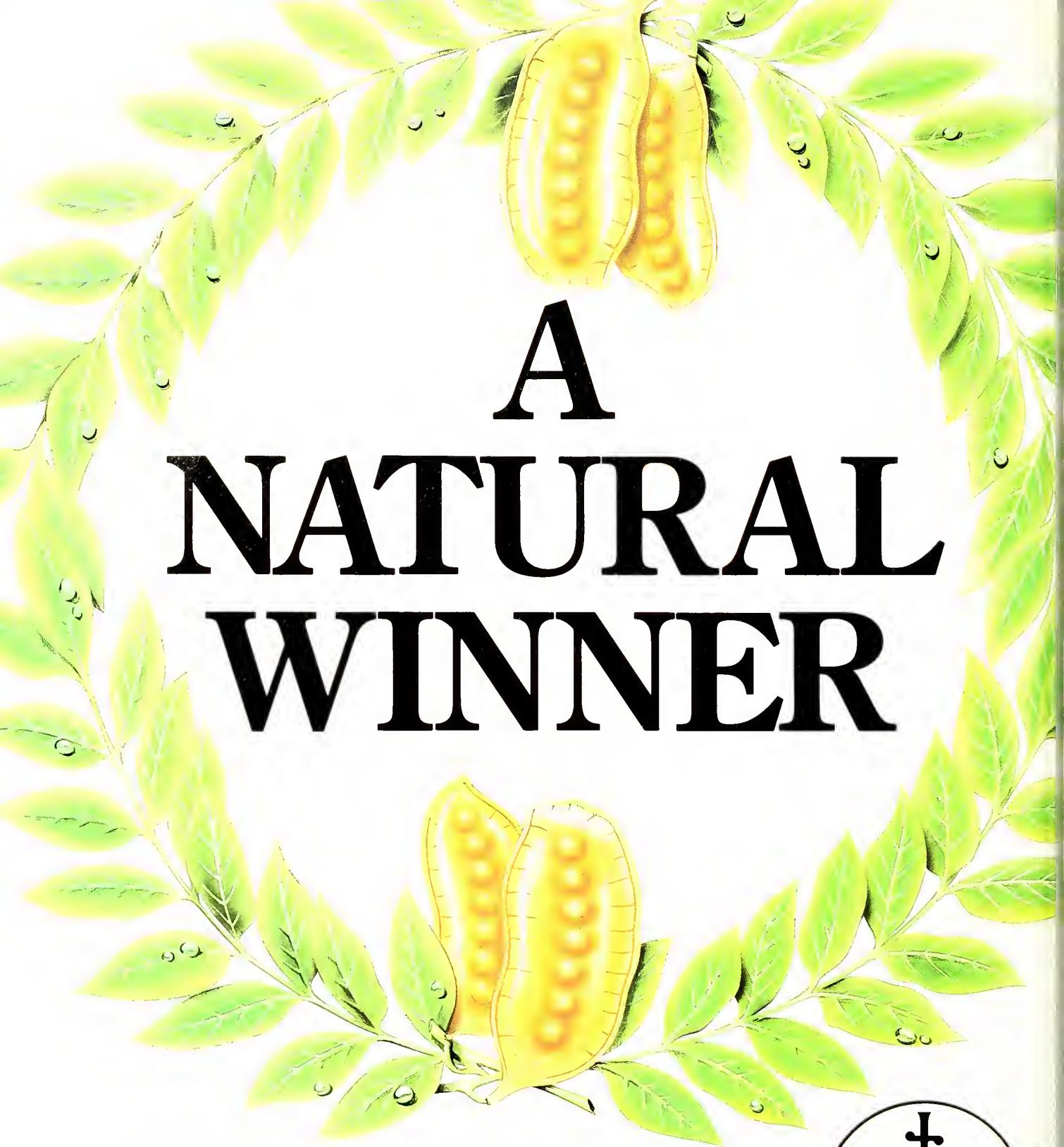
Including a life size 'cut-out' tin man, giant Seven Seas packs and tubs, plus posters and leaflets.

So don't miss out. Order your stocks of the brand leader today.

Available in a range of sizes in both original liquid and easy-to-swallow capsules.

SEVEN SEAS *Pure Cod Liver Oil*

Contact your local representative or Seven Seas Health Care Ltd, Hedon Road, Marfleet, Hull HU9 5NJ.



A NATURAL WINNER

SENOKOT® is now being extensively advertised on television in a national campaign running through to November, confirming it as the major recommended laxative brand.¹

Available as tablets, syrup or granules, Senokot has an effective yet gentle colon-specific stimulant, prepared from natural senna plant ingredients. It has been an ideal family laxative for more than three decades.

Senokot is not only the first choice for pharmacy recommendation, it is the undisputed brand leader in the OTC laxative market.²

It's a natural winner in the pharmacy.



COUNTER PRESCRIBING INFORMATION. SENOKOT® TABLETS. Indications: Relief of constipation. Active Ingredients: Each tablet contains standardised senna equivalent to 7.5mg total sennosides. Dosage: Adults: 2 tablets at bedtime. Children over 6: 1 tablet in the morning. Contra-indications: In common with other laxatives Senokot should not be given when undiagnosed acute or persistent abdominal pain is present. Further Information: Senokot is colon-specific. Retail Price: (April 1988) 24-80p 50-£1.29 100-£1.89. Product Licence No: 0063/5000 (Westminster Labs). Further information is available on request. Reckitt & Colman Pharmaceutical Division, Hull HU8 7DS. *REFS: 1 TAYLOR NELSON 2. A C NIELSEN

A split personality?

Mike Finberg is a bit of a self-publicist, but makes no apology for it. In a town with a shopping population of around 10,000 he runs a health food shop that would not be out of place with a 50,000 customer base. "The store is too good for the town really," he says quite seriously, "so you have to sell yourself. I do a lot of talks to women's institutes and other such groups. They are very important. By talking to 30-40 people there will be one or two that become regular customers."

Last year he managed to write his way into the finals of the Health Food Shop of the Year Competition, which was sponsored by a trade publication. "You had to send in an essay saying what made your place a little different. A short list of six of us were interviewed by a panel of retailers (which I am now on). We came second equal. Since the winner came from Belfast I say we were the best health food shop in England last year!" he says, tongue in cheek. "A couple of the panellists really pulled me apart though. I think it was because I was a pharmacist — there is a fair bit of jealousy there."

Mike Finberg came to Ilminster 15 years ago via London, Canada and the States, where he worked as a pharmaceutical rep. He also met his wife in America. She shares his interests and takes an active part in running the health food shop. The pharmacy occupies the right hand half of the ground floor of a large old townhouse, with views through the dispensary to an enormous garden. "Gardening expenses are tax deductible, since the garden is an important part of the atmosphere of the place," says Mr Finberg, straightfaced.

The health food shop is self contained in the other half of the ground floor, with its own entrance. Originally used as an optician's consulting room, it has been expanded twice in the past 12 years. It was originally billed as selling homebrew equipment and health foods, but the latter has taken over and the former been discontinued. A large set of scales and bulky sacks of wholefoods can be seen at the rear of the shop. "We used to employ a couple of schoolgirls to pack wholefoods for us," says Mr Finberg, "but now we get most of it done by a local wholesaler. My son designed our label. We only pack the cheaper lines now." The shop belongs to the National Association of Health Food Stores. The Association encourages members to run a shop on vegetarian principles. For this reason, strangely perhaps, fish oils are to be found only in the pharmacy.

A local girl, who was volunteered by her mother, cooks wholefood and vegetarian goodies which fill a cold cabinet at the front of the shop. A baker used to deliver organic wholemeal bread daily until recently when his accountant told him it was unprofitable. The delivery is now twice weekly. "There is only £9,000 of stock in the shop, mainly because of the food side. We're going to start keeping frozen vegetarian meals, but it's been a struggle to find the space," says Mr Finberg.

He is a tall, spare, energetic man who believes intensely that a healthy diet can provide a viable alternative to medicine NHS style. It is difficult to believe that a few years

It's right to the pharmacy, left for health foods and straight ahead for complementary medicine at pharmacist Mike Finberg's premises in Silver Street, Ilminster. C&D went to investigate his claims that he ran the best health food shop in England last year.



Mike Finberg getting steamed up about steamers

ago advanced osteoporosis in the hips meant he had difficulty walking 50 yards. He attributes his recovery to following a special diet cutting out sugary foods and stimulating drinks, and with an emphasis on fish, fruit and vegetables. A good selection of books is a must for any health food shop, he maintains. "Water filters are also a growing line, especially in areas where the water is hard or tastes lousy. We have sold over 800 in the past five years, and the filter needs refilling every three to four weeks. Nearly 5 per cent of our turnover comes from filters and refills." Turnover in the shop has risen to around £100,000, which puts it on a par with his NHS dispensing income and shop turnover.

Another of his favourite lines for the health store is something you might expect to find in the pharmacy — if there was room — and that is steamers. "In every pharmacy in the States they have heaps of steamers, 75 per cent of US homes have one. Most GPs recommend steaming for respiratory problems. Kaz is the US brand." Mr Finberg's problem was that he was unable to trace a UK supplier. He eventually got in touch with Mr Kazman

himself in New York, only to be told someone had pipped him to the post as distributor. However, he does act as an agent, so if you want to know more phone him on Ilminster 52712.

Listening to him talk one quickly gains the impression that his "alternative" interests provide him with a major source of job satisfaction. Six practitioners of alternative medicine rent consulting rooms in a wing to the rear of the premises. "As I dispense every day I see more people who see a GP, but when they get a diagnosis do they not want to take the medication. If they get an official diagnosis from a GP I can put them in touch with alternative practitioners who can treat them; then if necessary refer them back to the GP. That is complementary medicine," he says.

Indeed, if he had to choose between his businesses, the health food shop would take priority. "If I had to sell either the health food shop or the pharmacy, the pharmacy would go. But it is, in fact, the easier half of the business to run. It's a hell of a job running a health food shop — there are so many small suppliers," says Mr Finberg. "Pharmacies have the advantage that they can buy single lines from wholesalers. Admittedly they have a more limited range, but they carry all the big sellers. You could easily put in an 8ft section with high turnover."

Vitamins and mineral supplements are where the big money is spent, he says, although it is not the biggest section in his shop. Evening primrose oil is also a big seller. Mr Finberg reckons over three quarters of his customers who buy it do so on the recommendation of their GP. However, he is very conscious of the fine line between such products — stocked in the health food shop — and the OTC medicines next door. "Knowing I run a health food shop, people in the pharmacy often ask me to suggest an alternative to their medication. But you can get into hot water, and I have got into problems with GPs in the past," he says. "There is a conflict between pharmacy and health foods but they do also complement each other."



Packing own label wholefoods — a profitable sideline

Dealing with adverse reactions

In the first of a two part article, drug information specialist Steve Chaplin considers the causes of adverse drug reactions, how to recognise them and points out the differences between the two main classes of adverse reactions.

Drugs are an important cause of illness and death. Adverse drug reactions are believed to contribute to about 1 in 25 admissions to hospital. Some estimates put the frequency among hospital in-patients at between 10 and 20 per cent and perhaps one in every 1,000

Table 1. Drugs most commonly reported on yellow cards to the CSM (CSM data 1976-1982)*

Drug	% of all reports**
Aspirin and NSAIDs	24
Beta-blockers	9.8
Vaccines	5.8
H ₁ antagonists	5.0
Antibiotics	4.7
Antidepressants	4.4
Oral contraceptives	4.2
Tranquillisers and hypnotics	2.8
Diuretics	2.9
Antihypertensives	2.6

* not adjusted for prescription numbers

**these groups accounted for two-thirds of all reports during this period

Source: *Health Trends* 1984; 16: 49-52

deaths on medical wards are the direct result of drug toxicity. In general practice, there is evidence that up to 40 per cent of patients receiving new prescriptions experience some sort of adverse reaction.

Anti-inflammatory drugs are by far the commonest cause of adverse reactions, accounting for a quarter of all reports to the Committee on Safety of Medicines (Table 1). Although the skin is the organ most frequently affected by drug toxicity, most of these reactions are of minor importance. In contrast, adverse effects on the liver and the haematological system are often serious and carry a relatively high mortality (Table 2).

In 1987, the CSM received well over 16,000 yellow card reports — the highest number since the scheme began in 1964. But even this is probably a gross under-representation of the true scale of drug toxicity. It is widely accepted that only one in

10 adverse reactions are actually reported to the CSM, and the Committee's own data show that 80 per cent of doctors never fill in a yellow card. There is a genuine need to improve the detection of adverse reactions. Pharmacists can achieve much in this respect but, faced with a patient reporting symptoms, it is often difficult to decide whether or not such signs are drug-induced. Adverse reactions are, after all, mimics of natural disease.

Drug or coincidence?

The certainty with which symptoms can be attributed to a drug depends on the amount of information the patient is able to provide. An algorithm helps to rationalise decision making when faced with apparently confusing facts. There are many complicated versions but they probably offer no advantage when — as is often the case — there is relatively little information available. One of the most straightforward is that used by the American Food and Drug Administration's pharmacists (Figure 1). By answering each question in turn the likelihood of the symptoms being drug-induced can be classed as unlikely, possible, probable, or highly probable.

This systematic approach overcomes some of the problems of preconception that can confound a rational assessment of adverse reactions. But the algorithm must be used with common sense, bearing in mind the nature of the disease and the drug involved. For example, the link with a drug may be missed if symptoms are slow to develop (drug-induced parkinsonism may take one or two months to develop) or slow to subside (regrowth of hair following drug-induced alopecia takes several weeks). Similarly, toxicity due to high blood levels may not occur until a drug has accumulated within the body. This might take several days for drugs with long half-lives.

Remember also that some of the judgments we make are based on what is already known about a drug and new findings

"Faced with a patient reporting symptoms, it is often difficult to decide if such signs are drug-induced"

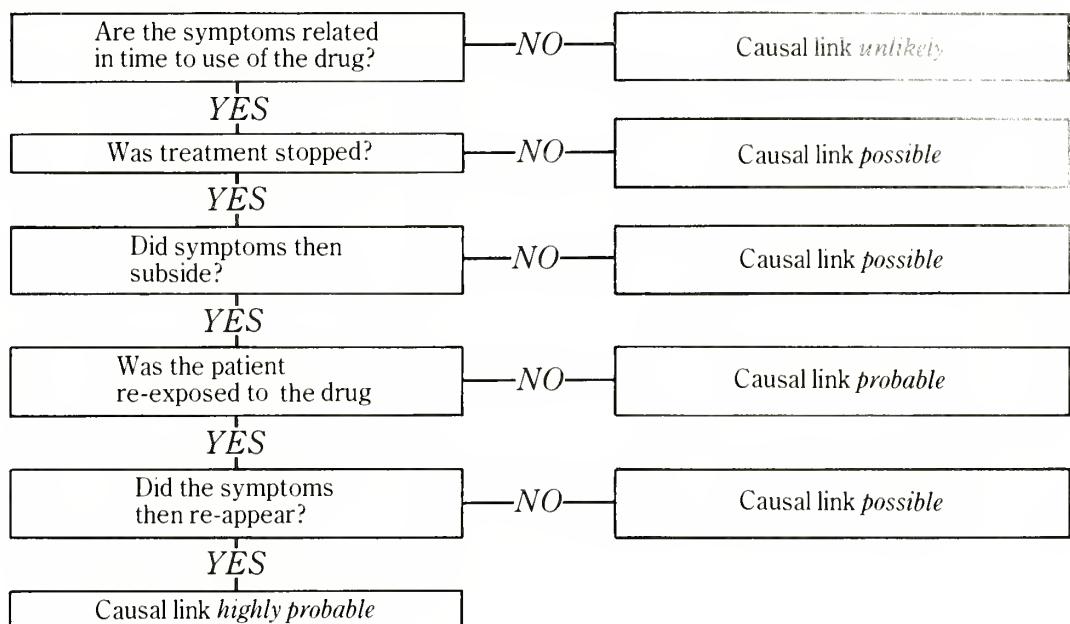
Two objectives can be defined when attempting to resolve this dilemma. First, a causal link between exposure to the drug and the onset of symptoms must be confirmed. One way of exploring this is to use an algorithm to provide a logical analysis of the available information about the patient and the exposure to the drug. Second, the response to a confirmed adverse reaction will be more appropriate if the nature of the reaction is understood. This can be achieved using a simple but practical classification.

Table 2: Organ systems most commonly affected by adverse reactions (CSM data 1987)

Organ system	Total number	Serious (%)	Fatal (%)
Skin	4,991	10	0.1
Gastrointestinal tract	2,471	26	3.3
CNS and autonomic nervous system	2,351	31	0.3
Psychiatric effects	985	34	0.1
Respiratory tract	717	58	3.0
Liver	573	84	5.6
Blood	543	88	5.2

Source: *British Medical Journal* 1988; 296: 1319

Figure 1. Algorithm for determining a causal link between drug and symptoms



Notes

If more than one drug was taken, check each in turn through the algorithm.

If the algorithm suggests that more than one drug seems a probable cause then each drug should be considered a possible cause. The most likely drug might then be inferred from a knowledge of its pharmacology.

Ensure that there is no acceptable alternative explanation for the symptoms on medical grounds.

Adapted from Turner, *Drug Information Journal* 1984; 18:259-66

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can be dismissed too readily. Rather than thinking of *reactions*, the concept of adverse events — that is to say, accepting that any untoward happening might be provoked by a drug, directly or indirectly — helps to overcome this problem. Furthermore, there is no substitute for a sympathetic approach when helping a patient who believes he has suffered an adverse reaction.

Type A and Type B

There are several ways of classifying adverse reactions but the simplest and most relevant is to define only two types — A and B (see Table 3). Type A reactions are *augmented* responses to drugs. They are exaggerated but qualitatively normal effects such as hypotension with propranolol or daytime drowsiness after hypnotics. These reactions are due to the increased sensitivity of some people to the normal pharmacological actions of a drug (Table 4). A Type A reaction might not be due to the main therapeutic activity of the drug but caused instead by a different pharmacological mechanism — dry mouth after phenothiazines which have anticholinergic properties is one example. Alternatively, the symptoms may be entirely unrelated to the drug's therapeutic effect but still due to the same pharmacological action — such as the extrapyramidal effects of dopamine antagonists like metoclopramide.

In general, Type A reactions are simply the sort of symptoms one would expect a drug to cause in some people, given a knowledge of

"Type B reactions are rare but they often cause serious illness and death. The symptoms cannot be improved by reducing the dose"

its pharmacology; they are relatively common but they do not generally cause serious illness. They normally resolve when the dose is reduced or when treatment is adapted to the patient's needs more closely — for example, by changing the dose interval or the formulation.

Table 3: Characteristics of Type A and B reactions

Type A	Type B
predictable from pharmacology	unpredictable
dose dependent	independent of dose
common	rare
low mortality	high mortality
responds to dose reduction	responds to drug withdrawal

Table 4: Examples of adverse reactions

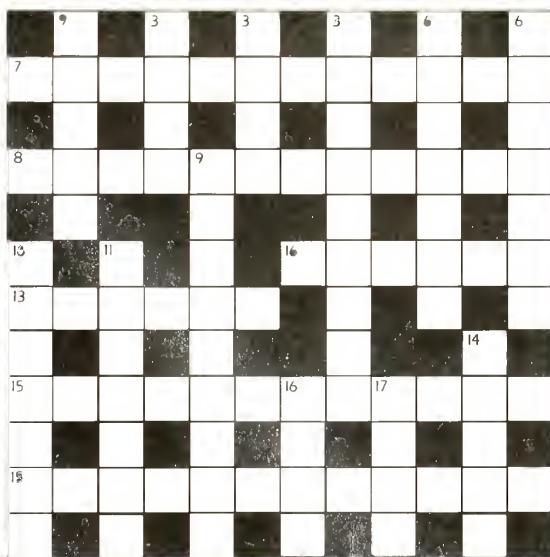
Type A duodenal ulcer with indomethacin bradycardia with diltiazem	Type B penicillin allergy
first-dose hypotension with ACE inhibitors	malignant hyperthermia after anaesthetics
theophylline-induced vomiting	neuroleptic malignant syndrome
mianserin-induced agranulocytosis	

Type B reactions are virtually the opposite. These are *bizarre* responses to a drug which are apparently unrelated to its pharmacology. Sometimes, affected people have hereditary deficiencies of enzymes that are important in drug elimination or a genetically-acquired abnormality of metabolism (Table 5).

Examples of Type B reactions include anaphylaxis to penicillins, malignant

WYETH GENERICS PHARMACY CROSSWORD NO. 6

The solution to No. 6 will appear alongside No. 7 in November, 1988.



Solution to Puzzle No. 5

Across: 6 Chemotherapy, 7 Stature 8 Dock, 10 Gave off, 12 Grooved, 13 Spur, 14 Ethical, 16 Disagreeable. **Down:** 1 Photographic, 2 Err, 3 Storage, 4 Trudged, 5 Specifically, 6 Journal, 11 Apert, 15 Imam

Prizes of £5 will be awarded to the senders of the first 10 correct solutions drawn on 10th October 1988.

Name _____

No. 6

Address _____

C&D _____

Wyeth Generics, Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks. SL6 OPH.

Clues Across

- 7 Old measures soon put fleas in confusion [12]
- 8 No match for the domestic product [12]
- 12 A soft sell by the sound of it [6]
- 13 Shout about her fruit [6]
- 15 A capacity to hurt a friend even when you don't mean to [12]
- 18 Just what the Doctor ordered [12]

Clues Down

- 1 Well spent on the black or the red [5]
- 2 For the continent, casaria is a little help [4]
- 3 A boy is backward, and a girl [4]
- 4 Not out, Mr Attlee — foul [9]
- 5 Haunt neighbourhood border [7]
- 6 United States raced well, scrambled — to make a vehicle that's not new [4,3]
- 9 Procured oriental becomes fruitful [9]
- 10 Head of School takes credit for a twopenny fork, but it's a bit of a mess [7]
- 11 A single 17, hiding in tall grass, responded [7]
- 14 Liquid asset in the bank [5]
- 16 Often joined in conflict with tooth [4]
- 17 What Bills often become [4]

Submitted by J.A. Swallow, Southampton, Hants.

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hyperthermia after anaesthetics, prolonged apnoea after suxamethonium, and haemolysis in people with glucose-6-phosphate dehydrogenase (G6PD) deficiency. Essentially, victims of Type B reactions have a qualitative difference in their response to some drugs, contrasting with the quantitative difference of Type A reactions. Type B reactions are rare but they often cause serious illness and death. The symptoms cannot be improved by reducing the dose — only withdrawal of the drug will help. It is usually Type B reactions that account for the withdrawal of drugs from the market and the adverse neurological effects of zimeldine or the hepatorenal syndrome of benoxaprofen are good examples of this.

Not all adverse reactions can be categorised neatly as Type A or B. For example, the blood dyscrasias caused by cytotoxic drugs have some Type A characteristics (they are predictable from the known-pharmacology) but they carry a high mortality like Type B reactions. Nonetheless, by using the A and B classification it is feasible in many cases to suggest a rational response to symptoms by defining the type of reaction.

Pharmacists come across Type A reactions frequently. For example, beta-agonists such as salbutamol cause tremor in high doses. This is due to a direct effect on muscle beta-receptors and will resolve when the dose is reduced or perhaps on changing to a slow-release formulation.

Troublesome diarrhoea is sometimes caused by broad spectrum antibiotics which are poorly absorbed and leave a residue within the gastro-intestinal tract which disturbs its flora. Selecting a better absorbed alternative

"There is no substitute for a sympathetic approach when helping a patient who believes he has suffered an adverse reaction"

Table 5: Examples of causes of adverse reactions

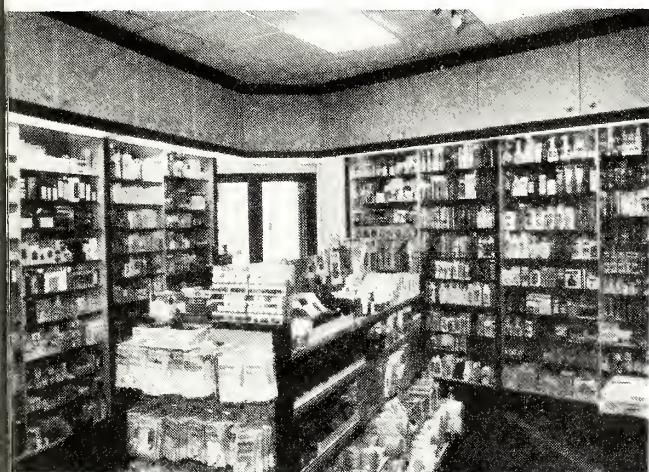
Type A	Type B
liver dysfunction	hepatic porphyria
renal impairment in old age	atopic predisposition
variable first-pass metabolism	G6PD deficiency
low body weight	Low plasma pseudocholinesterases
reduced gastrointestinal mobility	
dose too high	
dose too frequent	

may improve the symptoms. In each case, however, it is important to ensure that the modified treatment remains effective, for example reducing the tremor of salbutamol should not also result in inadequate bronchodilatation.

Type B reactions are less amenable to this sort of intervention. The pharmacist will rarely see this type although it is possible that a patient may seek advice on the early signs of a potentially severe skin reaction. It would, however, be difficult to know at that stage what the outcome might be. A cautious approach is therefore important but it should be tempered with pragmatism — these effects are, by definition, uncommon.

No. of days treatment N.B. Ensure dose is stated	NP
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Moving ad

Chemists can create their own messages with the colour Infolite moving display sign from Sasco.

It has a 3,300 character memory and an alphabetic keyboard with one-touch keys for special instructions designed so complex messages can be created quickly. The unit can be free-standing, in a window or on a counter or reception desk. Prices start at £595 (trade). *Sasco. Tel: 0732-885555.*

...with words

Elteva Lighting have introduced a new option to their range — 'TEXT' luminaires. In 18, 30, 36 and 58 watt sizes in a variety of colours the system can form any word(s) required which are illuminated through coloured translucent inserts. *Elteva Lighting UK. Tel. 0908 211600.*

Baxter blood glucose test for diabetics

A sophisticated blood glucose meter, as small as a pen, that will simplify blood glucose testing for diabetics has just been introduced by Baxter Healthcare.

The Exactech claims to be the first commercially available to use state-of-the-art biosensor technology. Accurate results are now available in just 30 seconds, making it much faster than the two minute test of conventional meters, claims the company. The wiping, blotting and timing of conventional test methods is also eliminated.

With the Exactech system patients simply insert a test strip, apply a drop of blood, press a button and read their glucose level. Cleaning is unnecessary because blood never enters the

meter. The meter uses a different principle from other glucose test strips on the market. Instead of producing a colour change, the chemicals on the strip react with the glucose in the blood to produce a small electrical current which is proportional to the amount of blood glucose in the sample. During the test the meter measures the current and then displays the blood glucose level.

The Exactech meter (£59 trade) and test strips (50 £14.50 trade) are available from Unicare Medical Services, an associate company of Baxter Healthcare Ltd. *Unicare Medical Services. Tel: 0279 641111.*



for things that go bump...

Movement monitor

A portable intruder alarm is now available from Superswitch Electric Appliances Limited.

The battery-operated system uses an infra red sensor to detect rapid changes in heat caused by the movement of intruders, which then sets off an alarm.

Unaffected by changes in room temperature, draughts, sounds or movement through glass, the alarm has a detection range of 12 metres, say Superswitch.

Access to the system is via a personal identification number; when arming and disarming the system a fixed delay time of 30 seconds has been incorporated.

An optional extension siren may be supplied. Wired to the main alarm, the extension siren will activate if any attempt is made to cut the connecting flex. The alarm also features an indicator to show when the batteries are needing replacement, say Superswitch. *Tel: 061-431 4543.*

Focal Displays have introduced a series of glass awareness self-adhesive warning stickers for internal/external application to fully glazed doors, partitions and large pane windows.

There is a choice of three 2in circular floral patterns, printed both sides, in blue on white, red on white and gold on a black background, priced £0.36 each. *Focal Displays Ltd. Tel: 01-640 6821.*

Bags designed for pharmacy

Pharmaceutical Packaging (Leeds) Ltd have extended their range of counter bags with the addition of The Pastel range and Swan bags. The Pastel Range offers an attractive design in five different colours. Swan bags offer blue and grey design at an "economy price" designed for OTC sales. Both ranges are available in a wide range of sizes, say PPL. *Tel: 0532-424343.*

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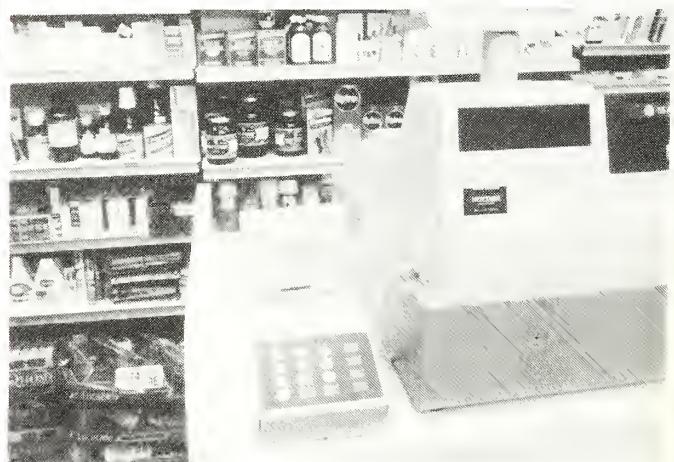


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Loadsa rubbish

A general purpose waste bag holder to hold plastic bags up to 100 litre capacity, is being introduced by Embee, who claim it is the biggest size available. It is supplied in self-assembly form, red and beige with a hinged lid that fits tightly over the top of the supporting frame, and costs £8.99. Mendle Ltd. Tel: 0443-730784.



On the nose

New rigid PVC shelf nosing for Astore modular retail display systems, has been introduced by Barshop Displays. Made of self-colour extruded PVC, it is available in a range of primary colours. It is designed to replace the usual ticket rail or data strip, where goods are individually priced. Barshop Displays. Tel: 0733-310555.

Weight on screen from Vandoni

Vandoni have launched the V10 coin operated weighing machine. The weight is shown on video screen and recorded on a printed ticket, and there is the option to key in height, build and sex and have the ideal weight printed. The screen continually carries the message the retailer wishes to programme, and it is up to him or her to regulate the cost of machine usage.

It is guaranteed for one year, is backed by a 24 hours emergency repair service available from £11.50 per week on a lease rental basis, say Vandoni. Tel: 061-228-3847.

Sensing the unwanted intruders

A passive infra-red body heat activated security light has been introduced by Peak Technologies. They claim the light, called Interceptor, can detect the presence of anyone within the coverage pattern of the detector — 100 degrees, over a 9m-15m range which automatically switches on the 60 watt light. Once the person has left the

sensitive zone, the light automatically switches off after a preset interval, which can be adjusted from 12 seconds to 12 minutes.

An ancillary 1,000 watt output capable of switching on floodlights, closed circuit television systems, etc. is available say Peak Technologies. Tel: 01-574 1781.

Link 2 plus from AAH

The AAH Pharmaceuticals Group has launched its Link 2 plus pharmacy computer (see C&D April 30 p839) which runs on an IBM compatible hard disk system offering 40 mbytes of storage.

The software includes a patient records facility and new drug interaction and stock usage programmes are being prepared for later in the year. Other enhancements include zoom

printing and family labelling facilities.

AAH customers are offered a one year Link 2 plus rental agreement to enable them to familiarise themselves with the system before purchasing the hardware and software packages. The cost of the package is £1,750. Maintenance can be provided by Granada Microcare for £180 a year. Vestric. Tel: 0928 717070.

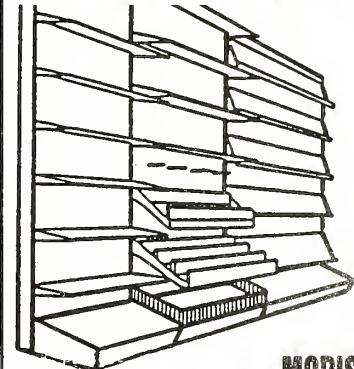


Colorama have invested £20,000 refurbishing their print room which now includes an air conditioning/humidifier system and anti-static carpet, both which reduce static, allow better conditions for computers and reduce the hazard of dust, say Colorama. The plans were designed to provide a clean atmosphere for large colour negative production. Pictured in the print room are Mayur Amin (right), the supervisor and Mike Wolf, quality control manager

Security for CCTV

A CCTV security system which can be tailored to individual retailers needs and which comes with a survey of the retail shop to ensure its placed in the best position, is now available from Britannia Photovision. It starts at £5.55 per week on a rental basis for a five year period for one camera and one monitor, say Britannia Photovision Ltd. Tel: 0582 490480.

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NEWS FROM GERMANY

Worrying trend

Deaths among drug addicts rose in the first half of 1988 by an alarming 78 per cent over the comparable period last year, according to authorities in Bonn.

They fear the situation could get worse after 1990, when the border controls between West Germany, the Benelux countries and France, disappear and they expect yet a further worsening in 1992, with the abolition of all barriers to trade within the EEC.

Despite a 123 per cent increase in the amount of heroin seized between January and June this year compared to last, the smuggling of cocaine from South America has increased enormously.

Some 27 illegal laboratories manufacturing drugs have been discovered so far this year and the importance of the country as a producer and exporter of illegal amphetamine is rising fast.

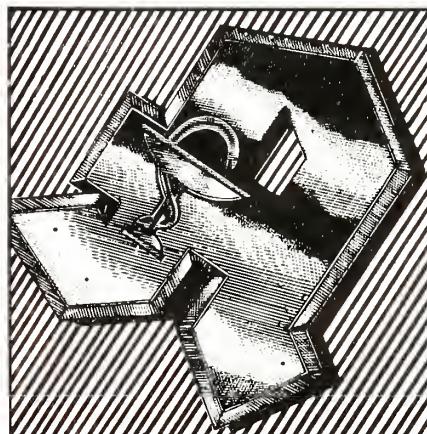
Vasodilators on trial

Nineteen vasodilator drugs claimed to increase blood flow in the brain and improve peripheral circulation were recently investigated by the consumer magazine *Test*.

Despite enjoying the second highest turnover of all medicines in Germany, their therapeutic effectiveness is being increasingly questioned. As widely expected, most of them were judged to be of little, or unproven benefit, including Ginkgo extract, the product with the highest sales. The evidence for cinnarizine increasing cerebral blood flow was also considered unconvincing, although its effectiveness against dizziness was acknowledged.

However, some substances such as ergot derivatives, buflomedil, naftidrofuryl, oxpentifylline and flunarizine were thought to be worth trying. The value of other, non-pharmacological treatments to improve blood flow and performance in the brain such as the literally mind-boggling "brain jogging", correction of deafness and removal or social isolation of the elderly was stressed. Equally important, according to the *Test* report, was to realise that the causes and hence the treatment of cerebral and peripheral blood flow disorders, differed and hence not all drugs were equally (in)effective in both cases.

These reports come from a correspondent with acknowledgements to the German



Wedded bliss?

An almost unbelievable tale appeared recently in a learned German medical journal. A woman in her mid-forties continued to request contraceptive pills from her gynaecologist, but instead of taking them herself, used them to dampen the ardour of her over-amorous husband.

She apparently explained to her doctor that, as a biology teacher, she was aware that the pills contained cyproterone acetate, a substance she had heard was used to treat compulsive rapists. Therefore from time to time, she slipped one of these pills into her husband's food and the trick had worked like a charm.

However, a few weeks later, she reappeared with another request. In her husband's bedside drawer she had found a product against impotence, prescribed by his urologist presumably because of her partner's worries about his inexplicably reduced sexual appetite. The woman now wanted the same prescription for herself, so that she could catch up with her husband again.

To the suggestion that perhaps the time had come to try to talk the problem through with her husband, the woman retorted that if necessary, she could always get a prescription from her private health insurance!

Ah, ah

To his utter astonishment, a GP paying a house call to a woman patient heard two men's voices when he listened to her chest. gingerly moving the electric heating pad she was using, the voices disappeared. Apparently this quite frequent occurrence was due to the electrical construction of the pad picking up radiowaves from the local radio station, which were amplified by his stethoscope.

pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.

Green fingers

With the introduction of a ban on the self-service of plant protection agents, and sales to be made only by suitably qualified persons, many pharmacists are quickly turning up those long forgotten pharmacognosy and phytochemistry notes.

According to the new law, pharmacists and dispensing assistants are classed as "qualified persons" allowed to sell fungicides, insecticides, weedkillers and substances to increase resistance against pests.

Another way pharmacists in Berlin have found of putting their botanical knowledge to good use is in giving lectures to schoolchildren and women's organisations on poisonous plants. Armed whenever possible with fresh examples, or pictures of such plants, the talks have been well received and have proved an excellent PR exercise.

Taxing times

The German Exchequer needs more cash, what with increasing EEC contributions and more expenditure on pensions, defence and agriculture. According to the veteran politician from Bavaria, Hans-Josef Strauss, petrol tax — the best source of revenue among all the consumer taxes, providing nearly one third of the 10 per cent of all Exchequer income from indirect taxation — should be raised. An increase in tobacco tax would also be lucrative for the Government, whereas the tiny amounts gained from taxes on salt, tea, soft drinks, lighting devices and sugar would do little to swell the Treasury's finances. Since significant revenue comes from spirits, coffee, beer and sparkling wine, these items however could also become dearer.

Teeth cleaning

A controlled study comparing the merits of electric versus hand toothbrushes showed that it took five weeks before the electric variety gave the better results.

Subjects were told to use one sort of brush for two minutes on one side of the mouth, and to use the other brush for the same period on the other side. Even after five weeks, the difference in amount of plaque left with the two methods was only slight. The best results were achieved with a new sort of electric brush with a spiral head and bristle arrangement. This apparently automatically ensures that the most easily learned technique — the red to white method — (gum to teeth) is carried out. It also makes cleaning between the teeth less difficult.

Postal strike causing disruption

The postal strike is causing considerable disruption in the delivery of end-of-the-month prescription bundles to the various pricing divisions. However, there will be no immediate financial penalty for contractors as the PPA will calculate the usual 80 per cent advance payment based on the average number of prescriptions for the last three months if bundles have not arrived by the cut off date of September 15.

The Pharmaceutical Services Negotiating Committee is advising those contractors who have not yet sent off their bundles to use a carrier such as TNT or Securicor, even though the cost will not be reimbursed.

Contingency plans

Some FPCs may also have contingency plans for transporting bundles delivered to their offices to the pricing division. PSNC

assistant secretary Gordon Geddes said he did not know of any FPCs operating such a system, but understood it had happened before during postal disputes.

Contingency plans were being discussed in the PPA headquarters in Newcastle as C&D went to Press. PPA secretary Mr Hilton said that many bundles had arrived at the office by carrier, and someone had driven up with a number of bundles from Birmingham. His main concern was that a considerable number of parcels were likely to be marooned at Post Office sorting offices.

The PPA is contacting all FPCs in England and Wales with a view to setting up local collection services should the dispute continue for another three weeks. Then contractors should contact their FPC before making alternative arrangements for sending off scripts.

GPs join needle schemes in Scotland

Pharmacists who have pioneered needle exchange schemes in Scotland could find local GPs helping out in the future.

Drug misusers in Scotland are to be supplied free with needles, syringes and condoms by family doctors in an effort to halt the spread of AIDS. Scottish Health Minister Michael Forsyth, announcing the Government's intention on Tuesday, also said that within the next few weeks all

expectant mothers in Edinburgh and Dundee will be invited to join in an AIDS screening programme. Each participant will be told the result of her test.

The decision to press ahead with the two-pronged approach follows talks with the British Medical Association and the Royal Colleges. Mr Forsyth said there was a "substantial identifiable pool of infected heterosexuals in Scotland".

Aids deaths up

Another 33 people died from AIDS in August, according to figures from the Department of Health.

This brings the total number of UK deaths to 949. The total number of AIDS cases reported up to the end of last month was 1,730 compared with 1,669 at the end of July.

The number of intravenous drug abusers who have died from AIDS is 19 (of 32 cases),

compared with 780 homo/bisexuals (1,426 cases) and 13 who were both homosexual and IV drug abusers (28 cases). AIDS cases in children with HIV positive mothers has risen to 19, of whom eight have died.

The Department says that because of the long interval between infection with HIV and the development of AIDS, these trends are not indicators of the spread of the infection.

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BUSINESS NEWS

Push for Mobiclex

Roche Products Limited has signed an agreement with Duncan Flockhart & Co for the two companies to promote Roche's new non-steroidal anti-inflammatory Mobiclex (tenoxicam) jointly, in the UK.

Mobiclex is due to be launched later this year and represents the culmination of an extensive clinical research programme, say Roche.

Placement to support Xenova drug

Xenova are aiming to expand their drug discovery programmes having completed a £3.6m second stage placement. The programmes currently focus on areas of immunological disease, cancer and viral diseases.

The placement includes significant new investment from the USA, say Xenova, as well as from Biotechnology Investments in the UK. Other investors from the first round placement have also contributed.

Xenova, founded in 1986, is a pharmaceutical research and development company which specialises in the discovery of novel pharmacologically active compounds.

Bayer profits up

Bayer UK have announced interim pre-tax profits "a little ahead of expectations", up 35 per cent to £10.3m on sales up 10.4 per cent to £179m on the same period in 1987. If sister companies Agfa-Gevaert and Miles results are included combined sales reached £298m.

Bayer's managing director John Webb said progress was spread over all business groups.

Consumer shake-up forms Beecham Products UK

Beecham have reorganised their worldwide consumer products business (except cosmetics) under one management team which now no longer includes the position of group managing director, following John Robb's resignation.

The announcement last week brings Beecham Health Care and Beecham Bovril Brands under the same management as Beecham Products UK and involves several new appointments. John Robb, however, will not be replaced as group managing director.

Beecham say that since the appointment of Robert Bauman as full-time executive chairman the position of group managing director has afforded Mr Robb "less challenge than he reasonably desires".

Mr Robb, who has been with the group over 22 years, headed the company for nearly a year after former chairman Sir Robert Halstead was deposed and before Robert Bauman was appointed in September 1986. The one job was split into two and Mr Robb considered "teamwork the key". Mr Robb told C&D that he was "disturbed that the company had decided to reverse that decision.

"You don't work for a company for over 20 years and rise to number two then find your role has diminished without some disappointment. Disappointment is an understatement," said Mr Robb.

He added that, despite the implication in national Press reports that he had been "squeezed out" as a result of the shake up, the system whereby the chairman of the respective divisions reports directly to Robert Bauman was formalised after his decision to resign some months ago. In fact, said Mr Robb, that had been happening for some time.

Now under a single management team, the existing

eight operating divisions will be reformed geographically into five — Continental Europe, USA, Western Hemisphere, International and the UK; with Beecham Products UK now encompassing the previously separated divisions Beecham Bovril Brands, Beecham Health, Personal Care, Horlicks Farms and Ireland.

Heading the whole organisation will be group chairman Robert Bauman and now reporting directly to him, alongside the chairmen of the cosmetics and pharmaceuticals divisions, will be the newly appointed chairman of Beecham Products worldwide John Hunter. He has been with the group more than 31 years, most recently

responsible for all Beecham's UK, European, and International consumer product operations.

Reporting to Mr Hunter will be the new managing director of Beecham Products, Peter Glynn-Jones who has been with Beecham more than 17 years, most recently as president of Beecham Products USA. The chairman of each geographical division will report to him.

Tony Dougal-Biggs moves from his position as chairman of Beecham toiletries and OTC medicines (UK and Europe) to vice-chairman of the Beecham Products group; Michael Fensome, formerly managing director of Beecham Bovril Brands is appointed director of strategic brand development, and David King, who joined with Bovril in 1980 as sales director, is appointed chairman of Beecham Products UK.

In turn, Mr King has appointed to his UK division Peter Jensen, currently md of Beecham Toiletries, as managing director of both toiletries and health care operations; Simon Pulsford, currently director sales and marketing of the health care sector, as general manager of the same sector. Frank Auton, currently marketing director of Beecham Bovril Brands becomes general manager of the same sector. Grahame Smith becomes director of sales of Beecham Bovril Brands and "Wally" Wallis becomes director of production and distribution.

Additional new appointments include David Boyle as chairman of Beecham Products Continental Europe, Charles Pergola as president Beecham Products USA, Howard Hutchings as chairman Beecham Products International.

The consumer products organisation is the third and final section of the Beecham group to be re-organised in the last 18 months. Beecham cosmetics is currently being rationalised and the Pharmaceuticals Division saw a reorganisation at the beginning of this year designed to speed up the development and launch of new drugs. (C&D, January 30, p192).

The consumer products business generated sales of more than £1 billion and trading profit of about £180m in 1987/1988, say Beecham.



Chairman John Hunter



Md Peter Glynn-Jones

Polyfarma buy Eurimpharm

Parallel importers Eurimpharm have been taken over by the Holland based group Polyfarma B.V.

Dr Marten Rijkeboer who heads the Dutch holding company says their own turnover in Holland doubled to some £30m last year and he forecasts that as they expand further into Europe and with the Single Market this will have again doubled by 1992.

Dr Rijkboer will join the Board of Eurimpharm, and Eurimpharm's own managing director Mervyn Green will act as consultant to the enlarged group as well as remaining managing director of the Kent based business. Dr Rijkeboer told C&D that they had also launched a subsidiary in Germany, Polyfarma A.G. which will become operational next year.

Townendale buyout

Parallel importers Townendale have been subject to a management buyout by the former company secretary Mr Philip Walker.

The company was originally owned by an offshore company in Jersey and headed by Mr Malcolm Town, a sometimes controversial figure who featured prominently in the early days of parallel importing. Mr Walker has been effectively running the company since 1985.

The number of customers is currently increasing and improvements in service and carriage have been made, says Mr Walker.

Axis Retail Interiors Ltd are offering an evaluation of shop image, traffic management and merchandising service aimed at effective use of floor space and use of modern retailing techniques. Axis Retail Interiors Ltd. (tel: 03552 49155).

Takeover forms Pergamon AGB

AGB Research are being taken over by Robert Maxwell's Pergamon Professional and Financial Services group.

The agreed offer for the whole of the share capital of AGB is to be satisfied by a new convertible loan stock or 220 pence cash.

The combined group, which it is thought will be called Pergamon AGB, will be headed by Sir Bernard Audley as chairman, with Kevin Maxwell as executive deputy chairman and AGB's chief executive John Napier as group managing director.

Mr Maxwell had formerly bought 14.9 per cent of the research group, giving them an

alternative to the deal from moneybroking group MAI.

Employees of AGB, however, have been told they do not need to make any immediate decisions — leading to speculation that they may expect another bidder. Though Sir Bernard Audley did say on Tuesday that the coming together of Pergamon and AGB would create a major force in the area of marketing information, services and publishing with the resources necessary to take advantage of the many opportunities that exist.

The proposals will be put to shareholders at an EGM next Tuesday, September 13.

Labour to debate drug industry curbs

The formal agenda for next month's Labour Party Conference in Blackpool contains additional demands for a financial squeezing of the profits of the pharmaceutical industry.

The original proposal, from the Stoke-on-Trent Central Constituency Labour Party for the establishment of a monopolistic nationalised drug company envisaged "reasonable compensation" for the holders of patents.

An amendment submitted by the Stockton North CLP wants the new nationalised concern to comprise all the private pharmaceutical companies supplying or holding patents on NHS drugs, with either headquarters or manufacturing plants in the UK. The Stockton amendment insists that "compensation for the previous owners of the drug company will be made on the reasonable basis of 'means tested need'".

Trend to generics?

With increasing efforts by governments around the world to limit spending on pharmaceuticals, there could be a trend to prescribing cheaper generic drugs rather than branded medication.

According to the World Health Organisation report on the World Drug Situation says governments — countries are drug companies' biggest customers — are to cut costs by encouraging prescribing

generics, direct control of prices, sharing costs with consumers.

And the report goes on to predict how this will cut into profits of big research based pharmaceutical companies. *The World Drug Situation*, World Health Organisation, CH-1211 Geneva 27, Switzerland, SwFr20.

WHO's new director of the Health Manpower Development Division is Dr Eric H.T. Goon.

EVENTS

Toxicology in Brighton

The Cosmetic, Toiletry and Perfumery Association is holding an appreciation course in toxicology for the cosmetic industry on December 13-14, at the Old Ship Hotel, Brighton.

Topics will include metabolic pathways, indices of toxicity tests, and health and safety at work. The cost for CTPA members is £200 and for non-members, £250 (excluding VAT), including accommodation. Further details from Ian Phillipson, Head of Scientific Services, CTPA Ltd, 35 Dover Street, London W1X 3RA. (Tel: 01-493 8061).

Industry practice

The Parenteral Society is to hold a training course for pharmaceutical process operators, on September 20-22, at the Department of Pharmacy, University of Manchester.

The course, on aspects of Good Manufacturing Practice, is targeted at new process workers in sterile production.

Further details from Mr M.G. Powell, promotional secretary (tel: 0793 824254).

Monday, September 12

South Clwyd Branch, Royal Pharmaceutical Society, the Postgraduate Centre, Maelor Hospital, Wrexham, at 8.15pm. Dr B. Bhowmick, consultant physician, will speak on the use of acupuncture in medicine.

Proctor & Gamble's subsidiary in Venezuela has formed a joint venture with the owners of Industrias Mammi, C.A., a personal care products company headquartered in Caracas. Mammi makes and markets the leading disposable diaper brand in Venezuela, as well as feminine protection products and a variety of other baby related items. They employ about 500 people.

Slower growth in prospect

Spending on chemists' goods has risen rapidly over the past five years, but slower growth is now in prospect. That at least is the view of the business forecasting group Staniland Hall Associates.

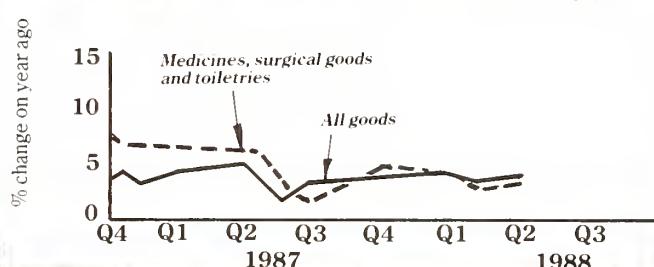
They predict that spending in real terms will grow by 6 per cent next year — up on this year's 4 per cent — but will then fall back to average 3 per cent during each of the years 1990 to 1992.

The forecast looks to an overall increase in consumer spending of just 1.4 per cent in real terms in 1989, compared with 4.7 per cent this year. It comes at a time when the economy is in trouble. Base lending rates are now expected to be at or above 12 per cent through most of next year and inflation is set to increase further, to 5½ per cent or more, with another twist in the wage-price spiral promised in the Autumn pay round.

Meanwhile, retail sales made another jump in July, before the higher interest rates made their impact. In the period May to July sales volume was nearly 1½ per cent greater than in the previous three months, and 6¾ per cent up on last year.

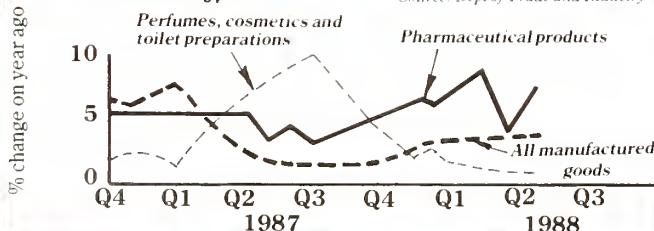
Chemists' goods price inflation eases up

Retail prices Source: Dept of Employment



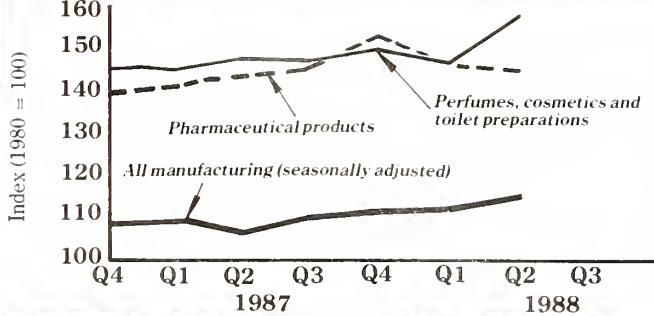
Perfume, toiletry wholesale prices fall again

Producer selling prices Source: Dept of Trade and Industry



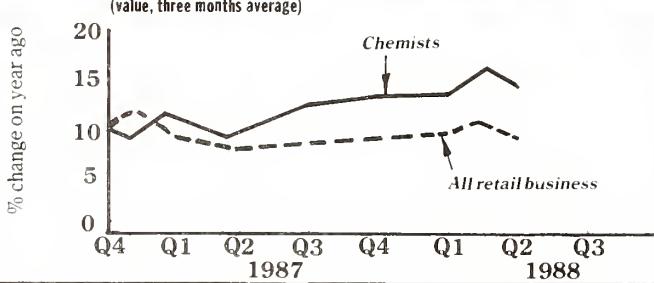
Output of pharmaceuticals steadies

Production Source: Central Statistical Office



Retail chemists' sales growth moves up

Retail sales (value, three months average) Source: Dept of Trade and Industry



In value, total High Street sales in July were 10 per cent higher than 12 months earlier. June saw sales worth 9 per cent more than a year before, with chemists also winning 9 per cent more business, after a 23 per cent year-on-year increase in May.

The retail price of chemists' goods increased by 0.2 per cent in July, to a level 4.6 per cent higher than in July 1987. At the same time the all-items retail price index increased to 4.8 per cent, with no sign of a break in the upward trend.

Wholesale prices of pharmaceuticals rose in July at a yearly rate of 5.5 per cent, while factory gate prices for toiletries, other than those specially for men, were up 2.7 per cent. Male toiletry prices rose 7.8 per cent.

Provisional estimates for the second quarter suggest that retailers increased their stock holdings by about £250m in real terms. For the first half of the year, retail stocks increased by around £315m. Overall, the ratio of retail stocks to sales rose from 100.5 at the end of March to 101.7 at the end of June.

Figures for manufacturing reveal that British pharmaceutical makers increased the value of their deliveries by more than 11½ per cent between the first quarters of 1987 and this year, to £1,113m. Manufacturers' sales of perfumes, cosmetics and toilet preparations increased in value by 7 per cent between the same two quarters, to £324m; this followed a 16 per cent downturn between the fourth quarter of last year and the first of 1988.

	Period	Latest	Previous	% change on year
Prices and costs				
Retail prices (Jan 1987 = 100):				
all items	Jul	106.7	106.6	4.8
chemists goods	Jul	108.0	107.8	4.6
Producer prices (1980 = 100):				
manufacturing industry, excl food	Jul	114.1	113.7	4.8
chemical industry	Jul	111.6	110.9	5.0
pharmaceutical products	Jul	116.9	116.4	5.5
toilet preparations for men	Jul	130.9	130.9	7.8
other toilet preparations	Jul	110.6	110.4	2.7
surgical bandages etc	Jul	121.5	120.7	6.4
photographic materials and chemicals	Jul	114.0	113.1	6.0
Average earnings* (Jan 1980 = 100):				
distribution and repairs	Jun	206.1	203.6	8.5

Output & overseas trade

Manufacturers' sales* (£m):	Qtr 1	1,113	1,178	11
pharmaceutical products	Qtr 1	324	384	7
Home sales* (£m)				
pharmaceutical products	Qtr 4	943	835	20
perfumes, cosmetics and toilet preparations	Qtr 4	325	347	4
Exports* (£m):	Qtr 4	464	422	6
pharmaceutical products	Qtr 4	119	106	14
Imports* (£m):	Qtr 4	234	214	16
pharmaceutical products	Qtr 4	63	80	13

Sales

Consumers' expenditure (£bn 1980 prices)	Qtr 2	44.7	44.4	5.7
Retail sales* (value 1980 = 100):				
all retail businesses	Jun	182	180	9
chemists	Jun	234	250	9

Business indicators

Average earnings index (£m 1985 prices)	Jun	216.6	213.2	8.3
Capital expenditure (£m 1985 prices):				
distribution	Qtr 2	1,613	1,566	3.2
Stock changes (£m 1985 prices):				
wholesalers	Qtr 2	147	-112	—
retailers	Qtr 2	251	66	—
Unemployment (UK per cent)	Jul	8.2	9.6	- 9.6

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry. All figures seasonally adjusted except where marked*.

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DRS. Marten Rijkeboer will join the board of Eurimpharm Ltd.
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ABOUT PEOPLE

The good old days...

When Jack Ellard first joined Ken White in the Ripley Pharmacy, his old friend was very busy making penicillin injections in the back room.

And this week, Mr Ellard, who recently celebrated 50 years on the Pharmaceutical Register, has been looking back on those days just after the War, when manufacturing drugs was a staple part of pharmacy life.

"We were one of the few pharmacies making penicillin at the time, as it was only just becoming available," he recalls. Indeed it was such a novelty that Mr Ellard says the process had been featured in a double page article in the *Daily Mirror* just before D-Day and was featured in *C&D* in September 1946.

Jack Ellard first met Ken White when they were students at Brighton Technical College in the '30s and, while he was in the Navy, Mr Ellard visited Mr White in his pharmacy in the Surrey village.

But it was after the war that Mr Ellard joined the staff of the Ripley Pharmacy in April 1946 and, as he says, "I've been here ever since".

Production expands

In addition to the injections, production eventually expanded to creams too. Mr Ellard recalls that his partner got help from the most unlikely of sources, though much of the equipment and the original spores came from Glaxo.

"He managed to get a large fridge from Jo Lyons, the tea shops people, and a mycologist from the Royal Horticultural Society Gardens at Wisley helped us with the cultures," he says.

The process was also the subject of a licence, granted under the Therapeutic Substances Act 1925.

Inspectors visited every year and renewed the licence, which Mr Ellard says eventually lapsed in 1956, as commercial tablets and other newer antibiotics became more widely available.

Mr White retired in 1951 and Mr Ellard took over the business. He also inherited John Hutson, who had worked at the pharmacy since he left school. And Mr Hutson, friend and colleague, still works with Mr Ellard today.

Thirty-seven years later Mr Ellard has no thoughts of retiring though "pharmacy is harder and more worrying work these days with so many potent medicines around," he says.

"It's a nice little community here. I know everyone and can have a walk on the village green with the dog. Why not keep working as long as I can?"

APPOINTMENTS

Sangers Wholesale: Bob Pike has been appointed managing director.

Janssen Ethical Division. Matthew Caldwell-Nichols has been appointed group product manager.



Unichem's marketing director Bill Hart claims the London Chemist's Golfing Society's prize — the Burgoyne trophy — after a recent meeting at Hadley Wood, Herts which, says the wholesaler, was given "extra spice" because it was sponsored by Macarthy!

Pickles win fax machine

J. Pickles & Sons, the 100-years old manufacturer famous for its Pickles ointment, have become the proud owners of a Mufax 9500 facsimile machine from Muirhead.

Pickles received the fax machine after entering a competition in the business systems magazine, *Office Equipment Index*.

The competition was won by Mrs Diana Houlgate, secretary and personal assistant to managing director Simon Horner. To enter, she had to answer six questions relating to speed of transmission.

Philips Personal Care Division: Lyndon Evans, formerly working for Braun, has been appointed product marketing manager for Ladyshave and Haircare. Matthew Simmons is now responsible for solaria and fitness. Both report to marketing manager, Adrian Fleetwood.



Prizewinners in a recent competition held by Nicholas Laboratories Ltd were treated to a night at "Phantom of the Opera", followed by a Champagne supper



COMPOUND BENZIN TINCTURE BP.
2 LITRE BOTTLE



PHOLCODINE LINCTUS BP.
2 LITRE BOTTLE

CALAMINE LOTION BP.
100 ML BOTTLE



KAOLIN AND MORPHINE
MIXTURE BP
200 ML BOTTLE

Quality pure and simple

Having been in the business since 1846 Ransoms can justifiably claim to have more experience in producing pharmaceutical products than just about anyone else.

Traditional processes, sophisticated R&D and modern manufacturing techniques are used in harmony to produce our popular 2 litre galenicals and our expanding range of packed liquid pharmaceuticals.

Because we know that our performance can help enhance your reputation, we constantly strive to improve our quality and service. To give you the products you want, made to a consistently high standard at a competitive price.

It's a simple but successful formula. And it's available from wholesalers.

*William Ransom & Son plc, Hitchin,
Hertfordshire SG5 1LY. Tel: (0462) 37615.
Telex: 825631. Fax: (0462) 420528.*



SIMPLE LINCTUS BP.
200 ML BOTTLE

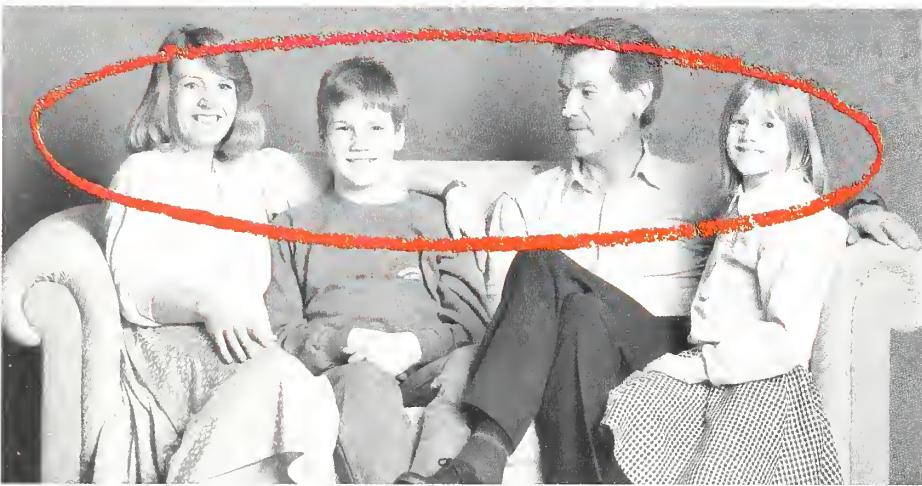
MAGNESIUM TRISILICATE
MIXTURE BP. 2 LITRE BOTTLE



RANSOM
Pharmaceuticals



WHEN THERE ARE WORMS IN THE FAMILY



THERE MAY SOON BE A FAMILY WITH WORMS

Threadworms are not a serious ailment, but they can prove difficult to eliminate totally. When one person gets them, and it's often a child who brings them home from school, infestation spreads readily¹ and is usually shared by all members of the family.²

THE FAMILY AILMENT The family's first reaction to the presence of worms is one of dismay. Yet parents would be even more shocked if they knew that they and the other members of the family may be a source of worm infestation. Worms could become a family ailment and it is advisable for everyone in the family to be treated at the same time. They should follow stringent hygiene measures, otherwise the worms may reappear.

THE FAMILY TREATMENT Pripsen is available in a family pack of 4 dual sachets - without prescription. Taken

on the same days by every member of the household, Pripsen is designed to eliminate threadworms and help prevent re-infestation.

YOUR ADVICE IS IMPORTANT When you recommend a remedy for worms, it is important to explain that the whole family should be treated, to help prevent the family acting as a reservoir of re-infestation.

It is also advisable to explain that rigorous hygiene is necessary to help prevent re-infestation.

PriPSEN®

Whole family threadworm treatment.

Further information and copies of the leaflet "To help rid the family of threadworms" are available on request from Reckitt & Colman Pharmaceutical Division, Medical Marketing Department, FREEPOST, Hull, HU8 7BR. **References:** 1. Gatherer, A., Mat and Child Health, 1984, 9 (II), 18-20. 2. Gatherer, A., Nursing Times, 1978, 74 (41), 303-304. **Prescribing Information.** **Presentation** - a dual sachet pack. Each individual sachet contains 4g Piperazine Phosphate BP and Standardized Senna equivalent to 15.3mg total sennosides calculated as sennoside B. **Uses** - A potent anthelmintic for the eradication of threadworm and roundworm. **Dosage and Administration** - Adults and children over 6, one sachet. Children aged 1-6 years, 2/3 sachet (2 level 5ml spoonfull). Infants 3 months to one year, 1/3 sachet (1 level 5ml teaspoonful). Pripsen should be stirred into a small glass of milk or water and drunk immediately, any unused powder being discarded. It is best taken at night by adults and in the morning by children. The follow-up dose should be given 14 days after the first dose to eliminate reinfection. When treating roundworms further single prophylactic doses at monthly intervals may be necessary to eliminate the risk of reinfection. **Contraindications, Warnings, etc** - Pripsen should not be used in patients with severe bilateral renal dysfunction or a history of epilepsy. As doses are normally separated by at least 14 days the neurotoxic effects are less likely to occur. Although no causal relationship has been established, isolated incidents of foetal malformation have been reported when piperazine was part of the patient's therapy. **In common with most drugs, use in the first trimester of pregnancy is not advised.** **Legal Category** - P. **Retail Price** - £1.33 per dual sachet pack (April 1988) PL No 63/5004 Westminster Laboratories Ltd. Further information contact Reckitt and Colman Pharmaceutical Division, Hull, HU8 7DS.

Reckitt & Colman

PHARMACY PROGRAMME